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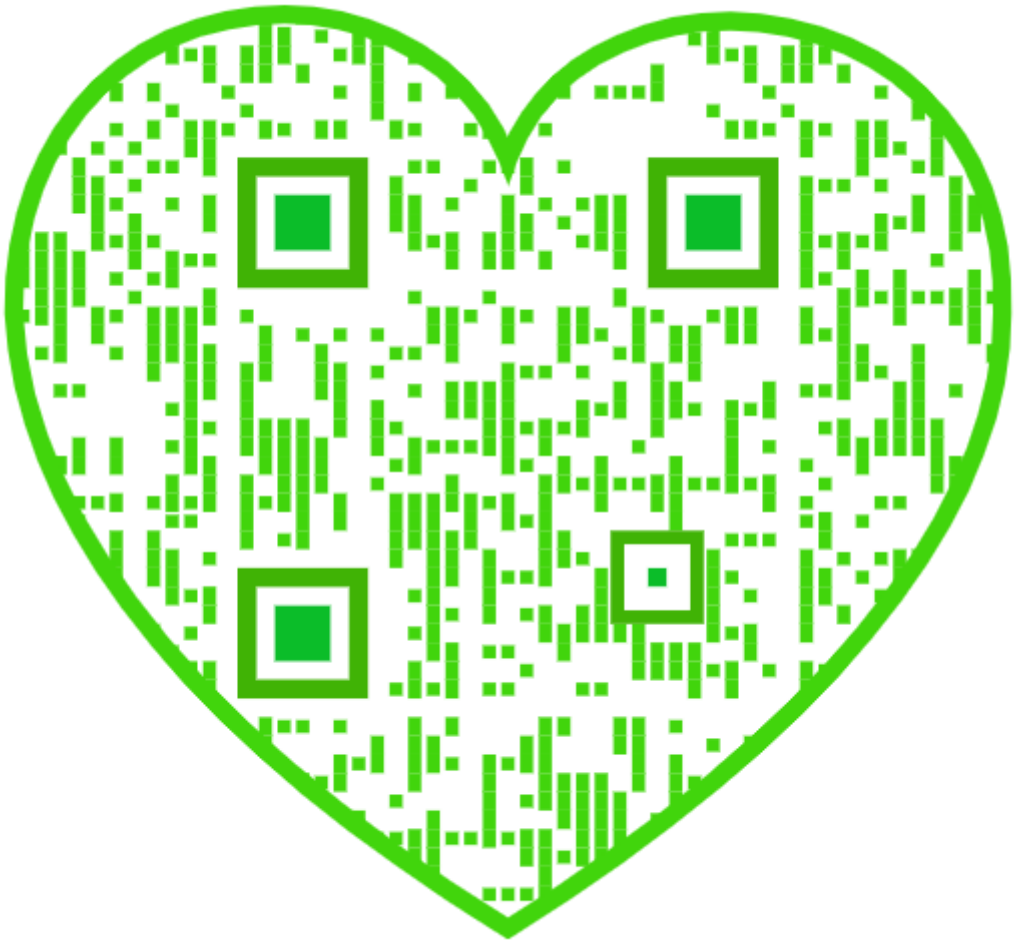

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Master Negative Storage Number

PSt SNPaAg175

CONTENTS OF REEL 175

1) The Tobacco world, v. 36, 1916
MNS# PSt SNPaAg175.1

Title: The Tobacco world, v. 36

Place of Publication: Philadelphia, Pa.

Copyright Date: 1916

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130 0 Tobacco world (Philadelphia, Pa.)
245 14 The Tobacco world
260 Philadelphia, [Pa. $bs.n.]
300 v. $bill. $c38 cm.
310 Monthly $bApr. 1936-
321 Weekly $b<1902>-1909
321 Semimonthly $bJan. 1910-Mar. 15, 1936
500 Description based on: Vol. 22, no. 1 (Jan. 1, 1902); title from caption
500 Published by Tobacco World Corp., Philadelphia, Pa., <19__>-
500 Some combined issues
500 "Devoted to the interests of importers, packers, leaf dealers, tobacco and cigar manufacturers and dealers."
500 Occasional missing and mutilated pages
515 Vol. 22, no. 38 (Sept. 17, 1902) mismarked as v. 22, no. 37; vol. 52, no. 14 (July 15, 1932) mismarked on cover as v. 54, no. 14
533 Microfilm $mv.22,no.1 (1902)-v.22,no.20 (1902),v.22,no.22 (1902)-v.22,no.33 (1902),v.22,no.35 (1902)-v.22,no.51 (1902),v.22,no.53 (1902)-v.24,no.42 (1904),v.24,no.44 (1904)-v.25,no.44 (1905),v.25,no.46 (1905)-v.26,no.42 (1906),v.26,no.44 (1906)-v.26,no.48 (1906),v.26,no.50 (1906),v.27,no.1 (1907)-v.28,no.11 (1908),v.28,no.13 (1908)-v.63,no.6 (1943),v.65,no.1 (1945)-v.65,no.12 (1945) $bUniversity Park, Pa. : $cPennsylvania State University $d1998 $e38 microfilm reels ; 35 mm. $f(USAIN state and local literature preservation project. Pennsylvania) $f(Pennsylvania agricultural literature on microfilm)
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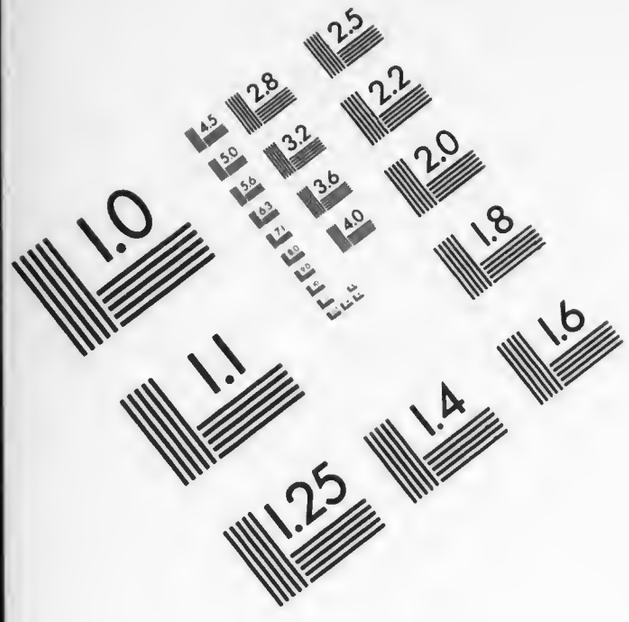

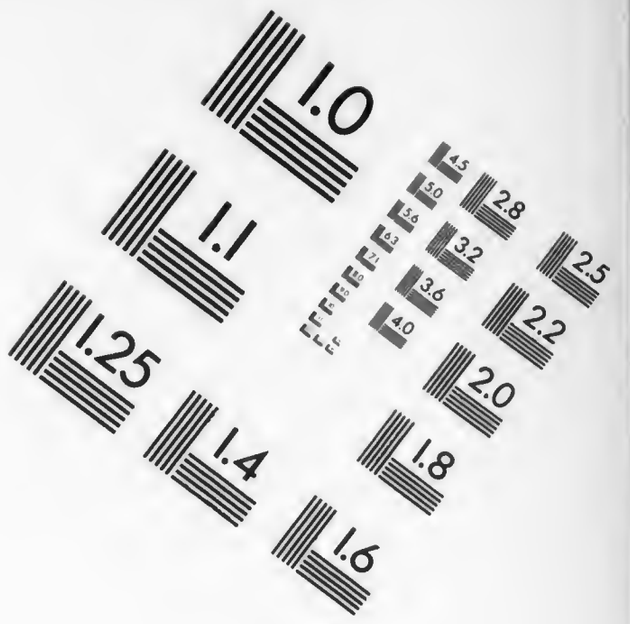

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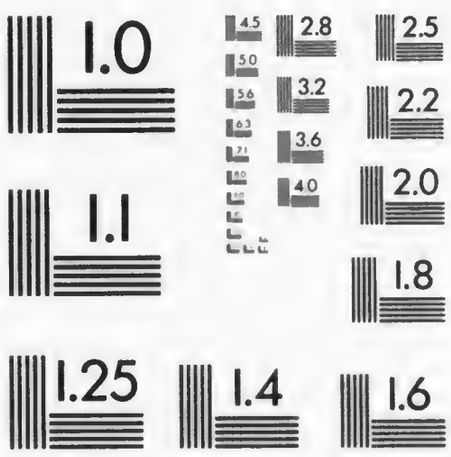

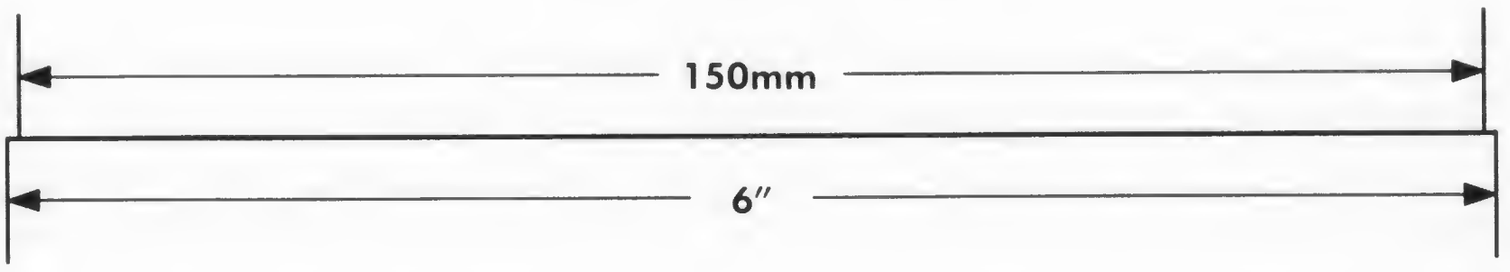

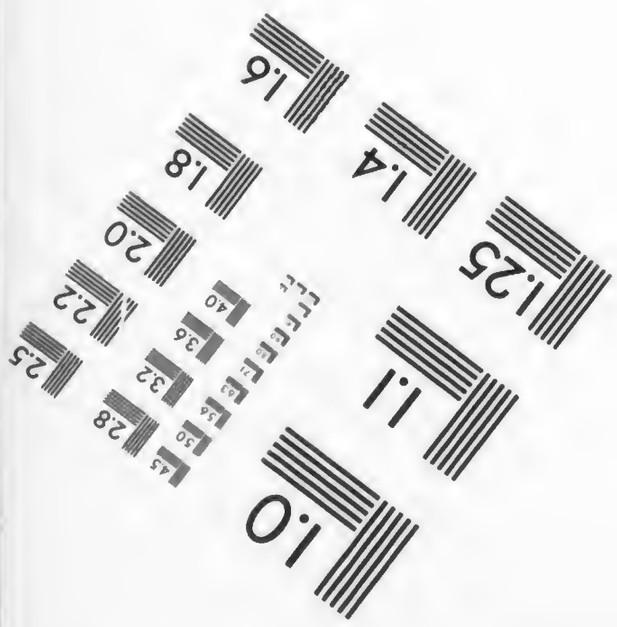

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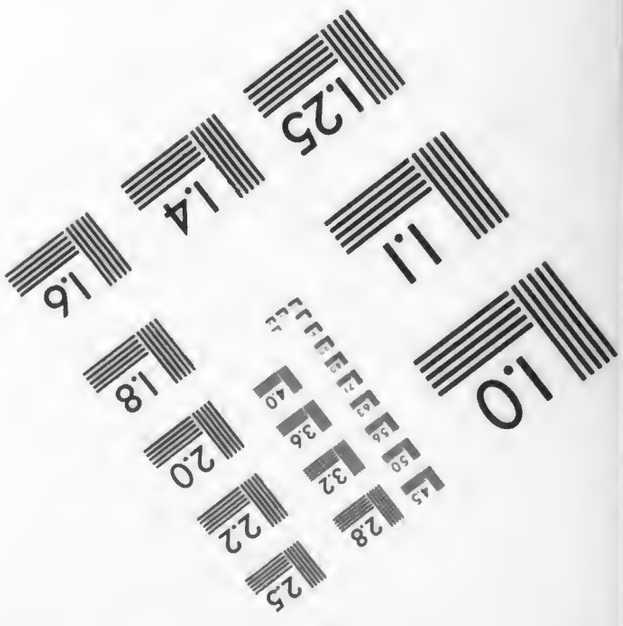

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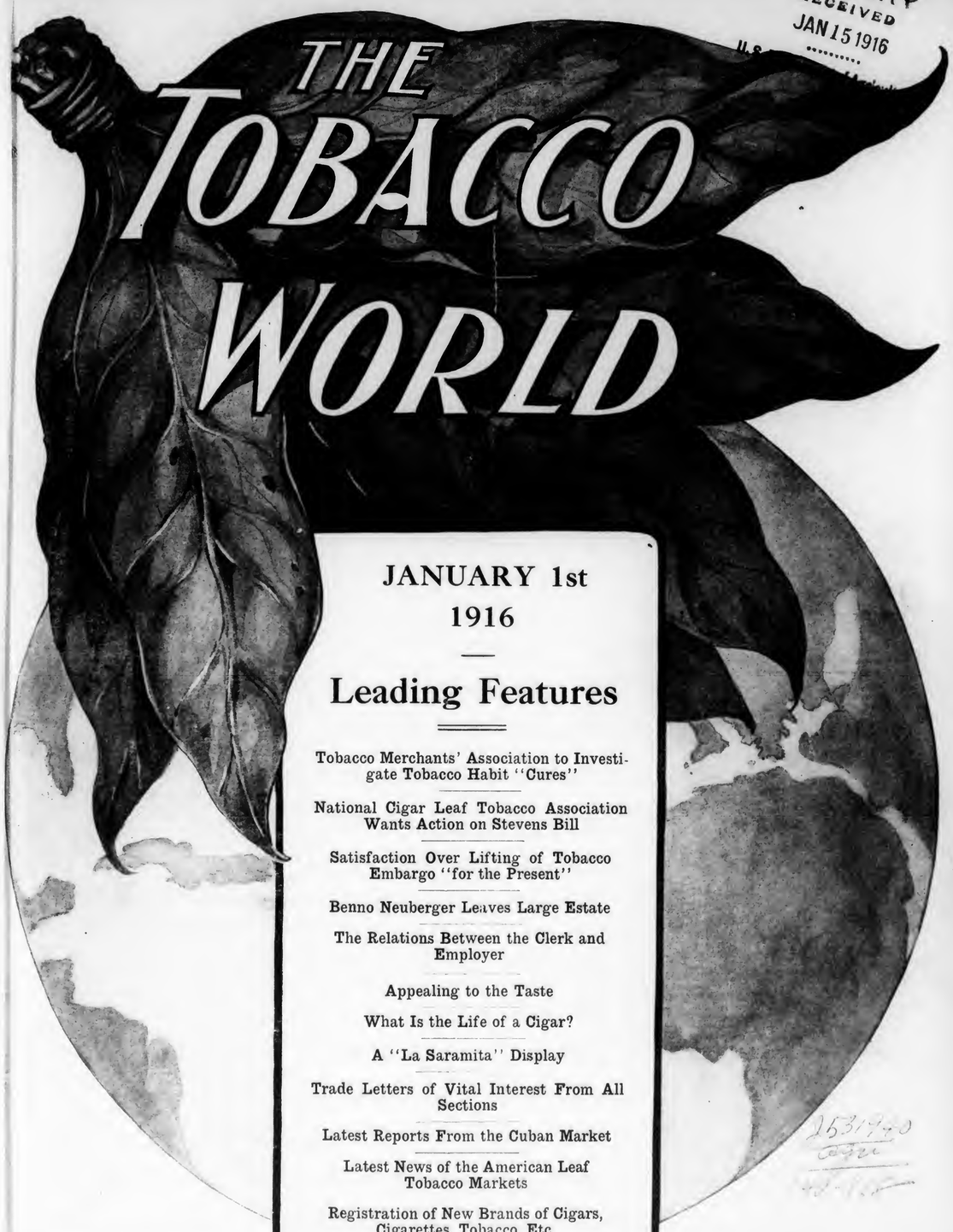

JANUARY 1st
1916

Leading Features

Tobacco Merchants' Association to Investigate Tobacco Habit "Cures"

National Cigar Leaf Tobacco Association Wants Action on Stevens Bill

Satisfaction Over Lifting of Tobacco Embargo "for the Present"

Benno Neuberger Leaves Large Estate

The Relations Between the Clerk and Employer

Appealing to the Taste

What Is the Life of a Cigar?

A "La Saramita" Display

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881

Vol. XXXVI No. 1

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

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Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

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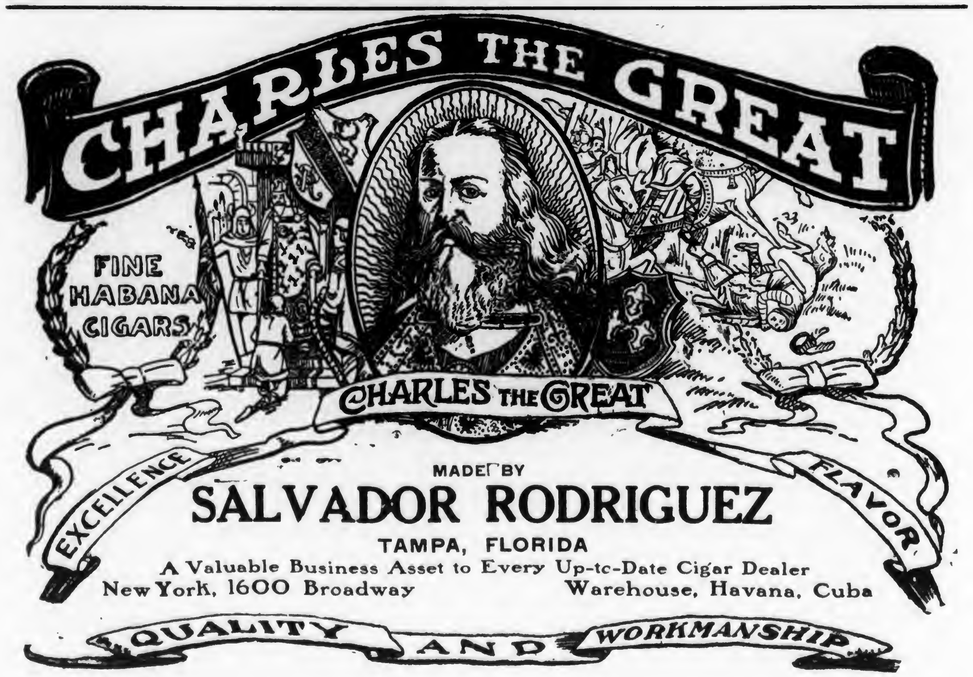

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Behrens & Co.

Havana, Cuba
Consulado 91-93

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

"Success Comes in 'Cans'"—

Provided They're Heekin's

When cigars, stogies and other "smokes" are packed in Heekin cans, you may rest assured that your product will reach the customer with a supreme freshness and cleanliness—in other words just as you would wish it.

Immediate deliveries, no matter how large your order. Send for a sample. See the quality.

The Heekin Can Co.

Culvert, Sixth and New Sts.

CINCINNATI, OHIO

¶ Heekin cans are much more reasonable for packing cigars than boxes. Tobacco containers of all shapes and sizes.

TWO NEW SIZES

SINTOMA

10c CIGAR

Blunt and Club, in the popular 10-top $\frac{1}{20}$-packing. Same real Portuondo quality at the right price. . . . . .

Juan F. Portuondo

Cigar Mfg. Co., Philadelphia

If you are a Wise Jobber

You will buy your stogies direct from the factory. Otherwise you pay the agent's or broker's commission. We do not employ brokers or agents.

YOU CAN GET EXCLUSIVE CONTROL

of one of our stogie brands because we sell only one jobber in a territory. Our goods are selling on their merits and are bringing duplicate business. Try OUR Stogie Brands.

"Columbus 1492" Retail 3 for 5c.
"Columbus Dutch Tops" Retail 2 for 5c.

Write for terrritory to

COMMERCIAL CIGAR COMPANY, Newark, Ohio

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company

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Makers of the Famous "F. Lozano" Brand

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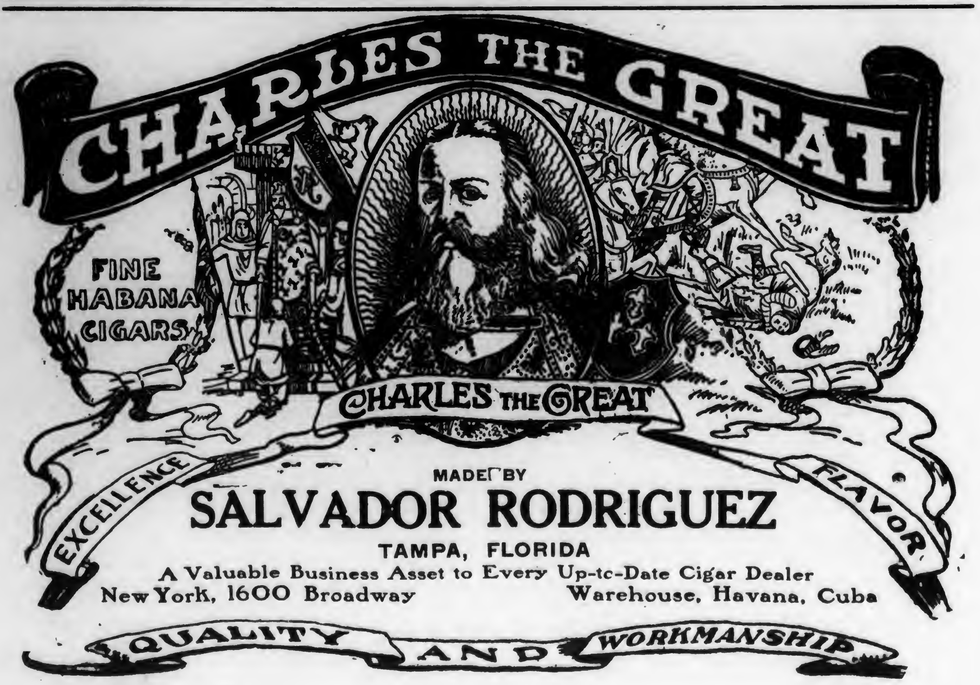

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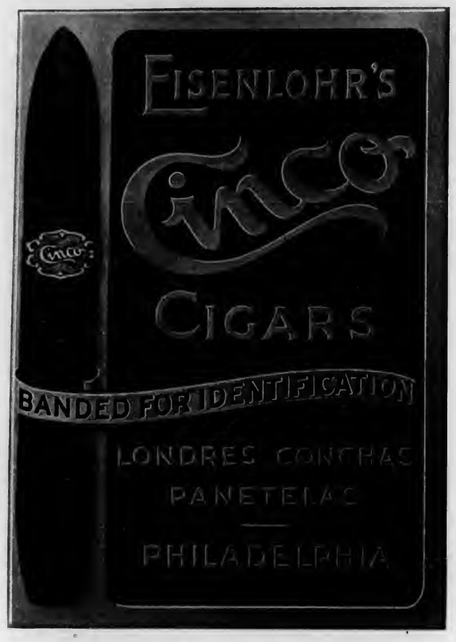

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Clear Havana Cigars

Lopez Hermanos
Makers

New York Office: 250 Fourth Ave.
Factory: Tampa, Fla.

HONESTLY ADVERTISED NOT MISLEADING

LA SARAMITA

Broadleaf
Wrapped
Havana
Cigars

Real Havana
Tobacco
Skillfully Blended

Pre-eminent
by Comparison

THE SHIELDS-WERTHEIM COMPANY, Cleveland

DIAMOND JOE CIGAR FACTORY
ESTABLISHED 1860

Evansville, Ind., December 31st, 1915

1915—Greetings—1916

TO THE TRADE:—

Twilight shadows have fallen on another scene, so full of good things for us all, that we must recognize your efficient part in the closing year's business drama.

Good friends, tried and true, with grateful hearts we grasp your hand in generous applause.

At the dawn of morrow—the beginning of another—we bid you good cheer with abundant blessings for the new year. May the chain of friendship strengthen as year by year it lengthens.

H. FENDRICH

MANUFACTURERS "CHARLES DENBY" CIGARS

The Exceptional Cigar

BUSTILLO BROS. & DIAZ, Inc.

GENERAL OFFICES
267 Fourth Avenue New York City

FLOR DE
MELBA
THE HIGH NOTE OF QUALITY

THE cigar that is giving dealers big business everywhere.

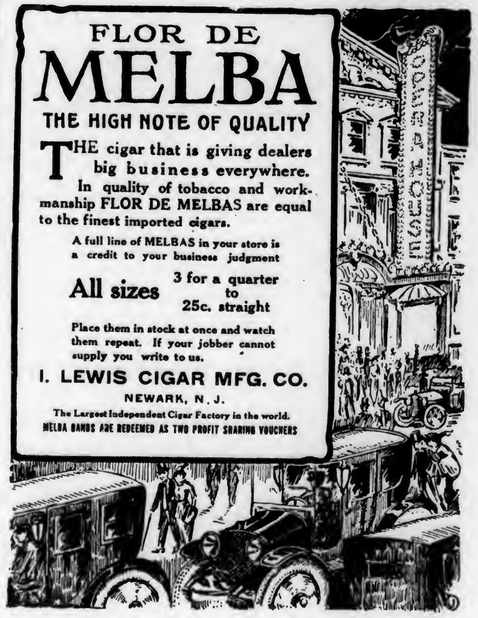
In quality of tobacco and workmanship FLOR DE MELBAS are equal to the finest imported cigars.

A full line of MELBAS in your store is a credit to your business judgment

All sizes 3 for a quarter to 25c. straight

Place them in stock at once and watch them repeat. If your jobber cannot supply you write to us.

I. LEWIS CIGAR MFG. CO.
NEWARK, N. J.
The Largest Independent Cigar Factory in the world.
MELBA BANDS ARE REDEEMED AS TWO PROFIT SHARING VOUCHERS



Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.

General Offices. PITTSBURGH, PA.

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Key West Cigar Factory

Factory No. 413, KEY WEST, FLA.

Office and Salesroom:
43 to 47 W. 33d St., New York

"LA MEGA" *MADE IN BOND*

HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP

V. Guerra, Diaz & Co., Tampa, Fla.

COPENHAGEN

Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

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50 Union Square North New York, N. Y.

TADEMA HAVANA CIGARS

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GENERAL OFFICE	FACTORY	WAREHOUSE
222 PEARL STREET	TAMPA	LEALTAD 129
NEW YORK	FLORIDA	HAVANA

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N. Y. City.

A Favorite with the BEST Cigar Stores Restaurants Hotels and Clubs

Manufacturers

PEDRO CASTRO & CO., Tampa, Fla.

New York Distributers

LOUIS G. SMITH & CO., 52 Beaver Street

To the Trade

"The Secret of Success is Constancy to Purpose"

We enter the year 1916 with a feeling of pride in the confidence that we have honestly earned during the past Twenty-Five Years.

To assure the many loyal friends of our products, our Motto will ever be

"CONSTANCY TO PURPOSE."

Lipschutz's "44" 5c. and "Adlon" 10c. Quality First Cigars

"44" Cigar Company, Inc. . . Philadelphia

Our Desires for 1916

Peace and plenty throughout the world, particularly here at home.

Prosperity from which all shall benefit.

"Above All" your continued support and friendship; we in turn will continue to embody all that which shall merit your valued patronage in the cigar, *that has spelled success from its inception.*

The Cigar "Above All"

"Bold"

BOBROW BROS., Philadelphia

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office; 203 W. Broadway

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

G. S. Nicholas & Co.
41 and 43 Beaver Street, New York
DIRECT IMPORTERS of the highest grades of Cigars manufactured by the
Independent Factories of Havana
all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.
Price List Mailed Upon Request.

BAYUK BROTHERS

FIVE CENT CIGAR
PHILADELPHIA

Fancy Cigar Boxes
made by
Henry H. Sheip Mfg. Co.
Columbia Ave. and 6th St.
PHILADELPHIA

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The REASON:

American Sumatra Tobacco

Grown by

AMERICAN SUMATRA TOBACCO CO.,
142 Water Street, New York

Compañía Litográfica De La Habana

Officina Principal, San José No. 23, Habana, Cuba

Manufacturers of

FINEST QUALITY IMPORTED

Cigar Box Labels, Bands and Trimmings

Show Cards and Advertising Materials

GARRETT H. SMITH, 106 E. 19th St., New York

Sole Agent United States and Canada

ESTABLISHED 1867

Y. Pendas & Alvarez

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CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY

Over 1000 Dealers in New York During 1914 Stocked

MI FAVORITA

CLEAR HAVANA CIGARS

The flower of perfect tobacco manufactured in bond has maintained "Mi Favorita" Clear Havana Cigars at the forefront of all brands. Quantity shipments from factory.

MI FAVORITA CIGAR CO., Inc.

Key West, Fla. 529 West 42nd Street, New York

"The Park & Tilford Standard"

Flor de

Jeitles

CLEAR HAVANA CIGAR

5¢

JEITLES & BLUMENTHAL, Ltd.

PHILADELPHIA.

THE FINEST OF

Georgia and Florida Tobaccos

Will be found in our new packing which

We Now Offer Direct to the Trade

at the lowest cash prices

TO APPRECIATE THE QUALITY

We suggest that you see samples which we will be glad to submit on any grade.

WE SOLICIT CORRESPONDENCE

GAFLA SUMATRA COMPANY

Office and Packing House QUINCY, FLA.

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. {London, 8 Regent St., S. W. Capetown, South Africa Calcutta, 10 Government Place Alexandria, Rue Chérif Pacha CAIRO, Head Office and Factory Hamburg, 18-20 Grosse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVI. PHILADELPHIA AND NEW YORK, JANUARY 1, 1916. No. 1.

NATIONAL CIGAR LEAF ASSOCIATION WANTS ACTION ON THE STEVENS BILL

President Fox Writes Chairman of House Committee—Cut-Throat Competition Would Be Relieved by Passage of Measure Says Organization Head—Early Consideration of the Bill Sought

PRESIDENT CHARLES FOX, of the National Cigar Leaf Tobacco Association, believes that cut-throat competition which has existed in the trade for some time could be eliminated if the principles of price maintenance as represented in the Stevens bill were legalized by its passage. To that end President Fox has addressed a letter to Congressman William C. Adamson, chairman of the House Committee on Interstate and Foreign Commerce to which the bill has been referred, asking for early consideration of the bill and to report it with favorable recommendations. The letter is as follows:

"In no industry has habitual price-cutting produced such widespread disastrous results as in that devoted to the manufacture of cigars. It is the chief weapon of monopoly and has been employed most effectively in crushing out the retailer and the independent cigar manufacturer and in seriously injuring the cigar leaf grower, packer and distributor.

"The business of manufacturing cigars, especially those selling at the popular price of five cents each, is today conducted on an exceedingly narrow margin, and in the case of many establishments is positively precarious. Any invasion of the manufacturers' exceedingly small profits to assist independent retailers in their effort to meet monopolistic price-cutters is out of the question, and yet the ultimate effects of price-cutting must be borne by these same manufacturers.

"So far as legitimate retailers are concerned their business is comparatively small, as the public convenience requires the maintenance of a large number of stores so that the cost of operating these little establishments is of necessity charged against a comparatively insignificant volume of business. The profits of the average retailer of cigars and tobacco are so small that usually the advent of a price-cutting dealer in their vicinity means the speedy closing of their stores.

"The consumer has an important stake in this matter, for the maintenance of quality is a prime consideration with him, and this is only practicable where the manufacturer receives a fair price for his goods and the retailer a reasonable profit on his operations. If the cigar business today were turned over to a few large concerns which habitually resort to price-cutting consumers would find themselves restricted to the output of a very small number of large manufacturers, and they would be unable to purchase the best brands of goods which are now widely distributed through a large number of small independent stores.

"I venture to express the hope that your committee will give early consideration to the Stevens bill and that it will see fit to report it with favorable recommendation at no distant date. We know of no measure likely to be presented in the coming Congress the enactment of which would redound in a greater degree to the substantial benefit of manufacturers, producers and consumers of the products of our own and many other industries."

R. J. REYNOLDS COMPANY CHARGES 'SMOKAROLS' EVADE CIGARETTE TAX

Case Brought Before Commissioner of Internal Revenue Osborn—Holidays Delay Decision—Department Fails to Make Public Liggett & Myers Defense of Classification

COLONEL W. H. OSBORN, on account of the holidays, has been unable to render a decision in the case of the recently introduced form of smoking tobacco called "Smokarols," which it has been charged evades the cigarette tax. The charge has been laid before the Commissioner of Internal Revenue by the R. J. Reynolds Tobacco Company and the brief filed by the Liggett & Myers Company, manufacturers of "Smokarols," in defense of the smoking tobacco classification has not yet been made public.

The "Smokarol" was described and illustrated in the November 15th issue of "The Tobacco World."

The R. J. Reynolds Tobacco Company, of Winston-Salem, has charged that the Liggett & Myers Tobacco Company, of New York, is selling a cigarette under the guise of smoking tobacco, and thereby escaping with an 8-cent tax when it should pay the cigarette tax. Colonel Osborn has been asked to decide that the "Smokarol," made by the Liggett & Myers Tobacco Company, is not "smoking tobacco," but a cigarette.

The R. J. Reynolds Tobacco Company contends:

"'Smokarols' are separate rolls of tobacco, weighing about one-twelfth of an ounce, wrapped in cigarette paper and packed, unstamped, into a drum which carries the smoking tobacco tax. These rolls purport to be covered by letters patent, which, if valid, will prevent others from manufacturing them. They are sold together with a holder. By merely sticking the end of these rolls into this holder they can be smoked like cigars or cigarettes. If the present marketing under the 8-cent smoking tobacco tax is continued, serious injustice may be done other cigarette manufacturers and the entire tobacco trade.

"Our understanding of the law is that rolls of tobacco, wrapped in paper, shall be classed as cigarettes and that manufacturers will not be permitted to pack smoking tobacco in unstamped subdivisions or parcels for repacking in larger packages."

The R. J. Reynolds Tobacco Company has appealed to the Commissioner of Internal Revenue, urging that "Smokarols" be held a cigarette. It charges that the taxing of the "Smokarol" as smoking tobacco is a discrimination and will result in a monopoly.

In its brief to the Commissioner of Internal Revenue, the R. J. Reynolds Tobacco Company asserts: "Under the Constitution of the United States, the Congress is clothed with power to levy and collect taxes on tobacco, as incident thereto, to classify the various forms in which manufactured tobacco shall be put up for taxable purposes.

"Section 33 of the Act of August 3, 1909, amending sections 33 and 34 revised statutes, defines a cigarette as follows: 'All rolls of tobacco, or any substitute therefor, wrapped in paper or any substitute other than tobacco shall be classed as cigarettes.'"

There is a great difference in the tax on cigarettes and smoking tobacco. Manufacturers claim that, if "Smoka-

(Continued on Page 18)

IRREGULAR PAGINATION

Tobacco Merchants Association To Investigate Tobacco "Cures"

Gained 25 Pounds in 2 Months
SINCE QUITTING
TOBACCO HABIT
Successful Conqueror Attained At Last!
A THREE DAYS' VICTORY OVER SLAVERY TO TOBACCO HABIT
FREE
BANISHED HIS DESIRE FOR TOBACCO
Tobacco?
Efficiency, Advancement, Success
Demand That a Man Keep Clear Watch Upon Himself
Are You Enslaved?
MORPHINE
BROKE HIMSELF OF SMOKING CIGARETTES
JAMES SAMUTOVICH 935 S. DELLEVUE BLVD. MEMPHIS, TENN.
Drug, Tobacco and Liquor Habits Cured
Smoked Cigarettes for 22 Years
TOBACCO HABIT
Used Tobacco Over 46 Years
HAS NOW QUIT FOREVER
DRUG VICTIMS CAN BE CURED
TOBACCO HABIT EASILY CONQUERED
TOBACCO HABIT
FREE
Stops Tobacco Habit in One Day
The Battle Creek Method of Treating Cases of Drug Addiction
Alcohol, Opium, Cocaine, Tobacco and Other Drug Habits
TOBACCO HABIT
Easily Conquered in 3 Days
STOP RUINING YOUR LIFE
FREE

Some of the Advertisements Which Will Be Investigated

IN line with its expressed policy of rendering such aid and assistance as will prove beneficial to the tobacco industry, the Tobacco Merchants' Association's latest move is the rigid investigation of the advertisements appearing in various newspapers and magazines throughout the country claiming to cure the so-called "tobacco habit." The majority of us are more or less familiar with the "Gaining of 25 Pounds in Two Months Since Quitting the Tobacco Habit," "The Tobacco Habit Banished In 46 to 72 Hours," "Stops Tobacco Habit in One Day," etc., advertisements.

Realizing the harmful effect such propaganda is bound to have on the trade, the association has placed the matter in the hands of its secretary and counsel, Charles Dushkind, with full power to act. To this end Mr. Dushkind has procured a number of the so-called tobacco-habit curing compounds which he has submitted to an expert chemist for analysis. Should it be found after analysis that the advertisements are fraudulent or deceptive and do not accomplish that which they claim, the association has instructed Mr. Dushkind to bring action against all those advertisers coming under the ban. It is planned to prosecute not only under the postal laws, but also under the Shirley amendment of the Pure Food and Drugs Act of 1906, making the misrepresentation of curative or other properties of medicine a Federal offense.

Advertisements exploiting the wonderful cures have been clipped from different newspapers, and are now on file in the office of the Tobacco Merchants' Association. The photograph appearing on this page will give an idea of the advertisements to which reference is being made.

Fleck Cigar Company to Build Larger Factory

A real estate deal has recently been completed in Reading whereby the plot of ground at Chestnut and Orange Streets has been sold to the Fleck Cigar Company, manufacturers of the well-known "Rose-O-Cuba" five-cent cigar. It is the intention of the company to erect a large four-story factory there next spring in order to care for their growing business.

The plot includes a frontage on Chestnut Street of 160 feet and a depth on Orange Street of 180 feet. The price paid is said to have been in the neighborhood of $30,000.

Lorillard Company Entertains Superintendents

As a seasonable acknowledgment to its superintendents, whose offices it is to look after the manufacture of the excellent "Muriel" cigar, the P. Lorillard Tobacco Company, of Jersey City, under the direction of its district manager, J. Lang, on Christmas Day tendered to its guests a very tempting Turkey dinner, followed by a cabaret show. Those present were: Mr. and Mrs. J. Lang, Mr. and Mrs. I. Engel, Mrs. L. Weintraub, Miss Helen Weidler, Jos. J. Gries, H. Weiss, of Wilmington, Del., and B. Friedman, of Jersey City.

Tobacco Companies Better Off Than Last Year

The unusual competitive conditions that existed in 1914 among the former subsidiaries of the old American Tobacco Company resulted in earnings in the aggregate considerably below 1913. Competition this year has been just as keen, but the four companies have so adjusted themselves to the new conditions that the net results for the year will probably show an advance over a year ago. The strictly tobacco business of the old combination was distributed among the American Tobacco Company, Lorillard Company, Liggett & Myers and R. J. Reynolds Company.

R. J. Reynolds Company, whose stock recently scored an advance of over 100 points, selling as high as $500 a share, will probably show the largest gain in earnings of any of the large parts of the old combination. This is a company that has really featured only two tobacco brands and has been unusually successful with them. R. J. Reynolds is generally considered one of the best tobacco men in this country, and even at the time when his company was a subsidiary of the American Tobacco Company, the direction of its policies was left entirely in his hands. This arrangement was perfectly satisfactory to James B. Duke.

As has already been announced by Dow, Jones & Company, the American Tobacco Company will earn about the same this year as in 1914. The Lorillard and Liggett & Myers Companies have had successful years, but it is too early as yet to estimate earnings.

The large earnings of the Reynolds Company warranted a recent extra distribution of 10 per cent. There has been no change in the dividend of the other three companies this year, but extra disbursements of a substantial character may be expected on Liggett & Myers and Lorillard common shares early in the spring.—"Wall Street Journal."

Business Outlook Promising Says R. G. Sullivan

R. G. Sullivan, manufacturer of cigars, Manchester, N. H., says in regard to business conditions:

"My volume of business at the present writing is at the rate of upwards of 40,000,000 cigars per annum. I employ approximately 1000 hands.

"Business at present is 10 per cent. to 20 per cent. above the same period last year. Collections are fair. The outlook for business seems promising."

Lander S. Harris Leaves Cigar Company

Lander S. Harris has left the E. M. Harris Cigar Company, Detroit, Mich., whose business was established in 1878, under the patronage of such citizens of Detroit as Gen. Russell A. Alger, James McMillan, Mayor Maybury, E. S. and George Barbour, Emery Wendel, John Avery and W. J. Chittenden.

E. M. Harris, the father of Lander S., opened his first shop on Jefferson Avenue in 1878, moving later to the old Russell House, when the big stairway led through Heyn's Bazaar to the hotel office on the second floor. When the baseball park was on Brady Street, tickets for the game were sold in the cigar store of E. M. Harris. In 1880 he imported the largest shipment of foreign-made cigars ever received in Michigan, and the customs officials found it necessary to send to Washington for more revenue stamps, there not being enough in Detroit to cover the shipment.

Lander S. Harris, whose home is now at 2981 West Brand Boulevard, has been in the firm since its establishment, and until last year has conducted its business alone since the death of his father a number of years ago. A year ago he formed a company under his father's name, and took a partner.

Mr. Harris expects to take a vacation until after the holidays, when he will begin his search for another stand, where he will engage in the cigar business for himself.

Bobrow Brothers Bringing Banner Year to Close

It is almost impossible to hear a discussion regarding the growth of nickel cigars without calling to mind the wonderful strides of the "Bold" cigar, manufactured by Bobrow Brothers.

From the smallest of beginning this brand has continued its progress and won the smokers until today it stands prominently as one of the most phenomenal of all five-cent cigar manufacturing successes. The business this year has kept the factories working to capacity despite the fact that a third has been added to their chain. The demand at present gives indication of more factories to come. Shipments are going forth as fast as hands can make them ready and all that the limits of the three factories can produce are being manufactured every day.

Just what the business of the year will show as compared to last year has not been given out for publication. Undoubtedly the banding of "Bold" cigar put an end to much box-stuffing and brought again real "Bold" cigars into the hands of smokers who had not smoked the Bobrow factory product for some time, although they had continued to ask for "Bolds" and got them out of a "Bold" box.

The continued success of the brand is of course due to the persistent work of the Messrs. Charles and Harry Bobrow, but no little credit is due to the indefatigable efforts of A. M. Schwarz, the genial advertising manager, who with his slogans and snappy ideas, has continued to keep the brand in the public eye and to bring the merits of the cigar itself to the attention of the smokers.

Warner Searle Off on Trip for Portuondo Brands

Warner Searle, representative of the J. F. Portuondo Cigar Manufacturing Company, will leave on January 3rd for a trip to Buffalo, Wilkes-Barre and Cleveland, in the interest of the firm's brands. Mr. Searle will spend about a week in Cleveland, assisting dealers who handle the Portuondo brands in that city.

Hilbronner & Jacobs Will Enter Business District

Following extensive alterations to the building situated at 26 and 28 South Seventh Street, Philadelphia, Messrs. Hilbronner & Jacobs, the well-known downtown cigar manufacturers, will vacate their present quarters at Eleventh and Christian Streets, to occupy their new location. As at present planned, the removal is expected to be accomplished about March 1st. The Seventh Street building has a frontage of 25 feet, with a depth of 120 feet and consists of four floors and a basement. The removal to the new address will place Messrs. Hilbronner & Jacobs in the heart of the business district, in addition to supplying them with much larger facilities for the conduct of their business.

R. J. Reynolds, Jr., Investigating Utah Mica Beds

R. J. Reynolds, Jr., son of the president of the R. J. Reynolds Tobacco Company, has recently been at the Hotel Utah, Salt Lake City, Utah. He is in the West in connection with the interests of the American Tobacco Company with regard to the use of mica in the curing of tobacco. He says he has found a mine in Utah which will yield sheets of mica from eighteen inches to thirty-six inches square, while the mica beds of North Carolina produce only sheets six to twelve inches square. The mica is utilized in drying tobacco for "fronts" of stoves and in other uses which require a semi-metal which will withstand heat.

"We have been over the mica beds in Sevier and Plute Counties," said Mr. Reynolds. "The Utah beds of mica are superior to the North Carolina beds in that they give a greater surface area. When they will be developed is a question for those who are in charge of the mica 'transparency' and 'transheat' of the company."

Tobacco Ads Banished From Utah University Publication

The faculty of the University of Utah recently refused the request of the editors of the "Chronicle" (the student publication) to have the question of tobacco advertisements in the magazine placed before the student body for final settlement. About six weeks ago tobacco advertisements appeared in the school publication and the faculty committee on student body affairs, of which Prof. F. J. Pack is chairman, ordered the staff to discontinue such advertisements. Upon complaint on the part of the "Chronicle" staff, a meeting of the student body publications board was called and Herbert Schiller, editor-in-chief, and Raymond Smith, business manager, were sent to protest the matter before the faculty. That body, however, indorsed the action of the committee, basing its action on a rule prohibiting the use of liquor or tobacco advertising in any of the student publications. The "Chronicle" staff, not content with the decision, sent in a request that the matter be settled by the student body, as the paper is a student body publication supported by students and outside advertisers.

The staff of the "Chronicle" feel that the discontinuing of such advertisements will seriously involve the financial management of the paper, as not only the tobacco advertisements, but other matter controlled by the same agencies, will be lost. A financial report will be sent to the faculty by the "Chronicle" staff.

Southern Georgia Shows Interest in Tobacco

So much interest has been shown in the growing of tobacco in south Georgia lately that the acreage of 600 acres in Coffee County last season is going to show a gain of over 400 per cent. another season. Not less than 2500 acres will be devoted to tobacco in Coffee, Bacon, Ben Hill and Crisp Counties, and in other counties where a few acres were planted last season it is expected that there will be notable increases reported.

To assist in the promotion of tobacco in the territory served by its lines the Atlanta, Birmingham and Atlantic has appointed C. H. Smith, of Douglas, tobacco agent. He will devote his entire time to the work. Mr. Smith succeeds S. J. Brown, heretofore located at Nicholls.

In certain sections of North and South Carolina and Virginia tobacco has been the chief money crop and from the excellent results obtained last year in Coffee County it is believed the growing of tobacco may soon become an important industry for south Georgia. Some of the farmers who have agreed to plant tobacco next year are going to make use of land they have devoted to cotton.

Among the Ware County parties experimenting in tobacco, with success, was L. J. Cooper, one of Ware's representatives. Some tobacco was also planted in the lower part of Pierce County. It is a crop that is receiving much consideration now.

Japanese Tobacco Buyers Visit Lexington Breaks

T. Maruse and S. Takbaski, of Richmond, Va., and R. Miztani, of Tokyo, all Japanese, were recent visitors on the Lexington tobacco breaks. Maruse and Takbaski are tobacco buyers for the Japanese Government, stationed at Richmond, while Miztani is a cigarette maker in Tokyo. They came for the purpose of examining the quality of tobacco sold at Lexington. Some dissatisfaction has been caused, they stated, at the price demanded for the Virginia tobacco, and an examination of the Kentucky Burley was made to determine if it might be used as a substitute for the Virginia leaf. Some Kentucky leaf, they declared, might be used to mix with the Virginia tobacco, but the Burley had a flavor which the Japanese did not like in cigarettes. They made no purchases, as their visit was purely to make an examination and report to their superiors.

Heavy Cigar Trade for Capital City Tobacco Company

"This has been one of the heaviest holiday trades we have ever enjoyed," said W. B. Carlton, of the Capital City Tobacco Company, Atlanta, Ga., recently. "We could use easily 100,000 more cigars than we have or can get. In order to take care of all our customers we have been compelled to cut the orders quite a bit. We are taking care of them all just as well as possible, but cannot get the goods to fill their full orders. It has kept us on the jump wiring and phoning, to keep enough goods on hand to take care of the trade. We thought several months ago, when we placed our main orders, that we would have enough to meet every requirement, but with the improvement of the times, and with everybody out, it looks to have a good time—and determined to have the best there is to smoke—we have been almost swamped.

"Our Christmas packages have gone particularly good. We put out this year some very attractive holiday packages, and they have been gobbled up quick. We have sold out completely. Our heaviest sales were on 'Portinas' and 'La Preferencias,' and we have sold them by the thousands."

W. M. Mayes Becomes General Manager

Among recent important announcements to the trade was that directing attention to the appointment of W. M. Mayes to the post of general manager of the C. C. Snider Cigar Company, Birmingham, Ala. Regarded as an expert in the wholesale field, Mr. Mayes' twenty years' active experience in the cigar trade will materially assist him in his new office, as will the knowledge obtained in a former capacity as vice-president and secretary of the Burnett Cigar Company. The identification of Mr. Mayes with his new connection has met with the entire approbation of the Snider forces.

Storage As Side Issue for Tobacco Warehouse Company

Following the decision of the Board of Directors of the Cincinnati Tobacco Warehouse Company at a recent meeting President W. H. Whiteman has stated that the Executive Board has taken definite steps toward the formation of a plan whereby the large extent of floor space of the Bodmann Warehouse, on Front Street, just east of Vine Street, Cincinnati, which is not needed at the present time for the storage of leaf tobacco, may be utilized for the purpose of conducting a general merchandise storage business. A year ago the by-laws of the Cincinnati Tobacco Warehouse Company were so altered by a vote of the stockholders as to permit of the engagement in the storage of any sort of merchandise other than tobacco, and full power to act was vested in the Board of Directors.

"It is not the purpose of the directors," said Mr. Whiteman, "to interfere in any way with the present business in leaf tobacco. The present condition of the burley leaf market is such that our storage capacity is greatly in excess of the actual quantities of tobacco which come to us for disposal over the regular auction breaks and at private sale. The Globe and the Bodmann Warehouses each have a total capacity of approximately 6000 hogsheads of tobacco, and in the old days before the advent of the loose leaf warehouses in the country districts, even greater quantities were frequently held by our company. During the past year there has been some increase in the receipts of tobacco, but not sufficient to tax the capacity of our floor space. The plan upon which we are now working is for the purpose of converting unused space into a steady revenue producer."

The Compeer Cigar Company, Division and Schiller Streets, Reading, Pa., report a strong call in the Middle West for their "Varro" cigar. This is a shadegrown wrapped product, retailing at five cents.

"Tobacco Next," Says Memphis "News-Scimitar"

"The reformers who have been fighting John Barleycorn so bitterly for a number of years either imagine that the battle is won, or a part of them want to start a new movement in order to get in on the ground floor and take the lead. Just now a call for volunteers is being issued, an army assembled and equipped and preparations made to make an ungallant assault upon 'My Lady Nicotine.' Tobacco is the next victim, singled out for trial and execution. In so far as the reformers are concerned it has already been tried and pronounced guilty, and all that remains is to have a jury of sufficient magnitude bring in the verdict. The work of the reformers will be made easy, because the same arguments, word for word, and line for line, that have been made against the liquor traffic can be made with equal force and logic against the tobacco traffic. Everything that has been said against the liquor traffic can be said against tobacco, and while this will lessen the labors of the reformers, the campaign will lack novelty, and the public mind, that has become habituated to an intensity of hostility against liquor, will have no trouble in transferring its sentiment against tobacco. No doubt in due time, when whisky and tobacco are put out of the world, we will have crusades against tea and coffee, against all kinds of food and clothing, against all sorts of amusement and divertisements, against all athletic exercises. The human race seems to be destined to convert itself into mush and mollycoddle, so that it may obey the orders issued by the superwise."—Memphis "News-Scimitar."

American Tobacco Company Stock

The selling of a block of 4000 shares of American Tobacco common by one of the largest individual holders—an estate—is said to be the principal reason for the recent extreme weakness of that issue. The weakness, it is said, was aided by the fact that certain interests close to the American Tobacco Company, learning of the impending liquidation, used their best efforts to buy this stock in at the lowest possible price.

From those in a position to know, it is learned that the present dividend on American Tobacco common is in no immediate danger, and that present earnings warrant the continuation of the present rate for some time to come.

Louis Opperman Opens Fourth Store in Johnstown

Louis H. Opperman has opened a new store, the fourth of a "string" which he operates in Johnstown, Pa., in the Park Theatre Building, at Main Street transfer. The shop has already established itself in popular favor, the "Opperman Service" and the convenience of the new show forming a "get-the-business-combination."

Mr. Opperman is continuing the other three stands, the Main Street one, that on Clinton Street, and at the Fort Stanwix Hotel.

William Demuth & Company Occupy New Quarters

William Demuth & Company, the well-known pipe manufacturers, formerly doing business at 507-509 Broadway, are now located in their new quarters at 230 Fifth Avenue, adjacent to Madison Square. Offices and salesroom are located at this address. The stock and shipping departments have been removed to the Demuth plant at Richmond Hill, Long Island, which plant occupies several blocks.

New Year's Greetings are extended by the company to its many customers, together with the announcement that the year just closed has been a very prosperous one for the Demuth products.

Providence "Tribune" Asks "Must Tobacco Go?"

"Among the 'needs of Kansas' which are catalogued by the women of that State is the 'eradication of the tobacco habit.' This subject has not been taken up for debate as yet, but the presence of it on the women's list of things which should be done to make Kansas a better place to live in is eloquent of the inauguration of a new propaganda that may shake the State from center to circumference.

"For it must be remembered that women have the ballot in Kansas and in consequence they form a powerful political factor which must at all times be reckoned with. All the other proposals on their reform schedule are more or less familiar. But the 'eradication of the tobacco habit,' put in that extreme form, is brand new, and it opens a vista of possibilities for political warfare almost without limit.

"Yet it is not surprising, now that the liquor question is settled in Kansas, that an organized attack should be made on tobacco as a sort of twin evil, a blot on the body politic and a social misdemeanor not to be tolerated in a self-respecting community. We may expect soon to see the pioneer anti-tobacco propagandist mount the stump and declare that tobacco in all its forms must, like liquor, go. In the natural course of things this will become a 'burning issue' in Kansas and elsewhere, and man will be called upon to defend the last remaining bulwark of his questionable masculine liberties.

"The spirit of social uplift is unquenchable. The march of progress toward a perfect race cannot be blocked. Having driven the rum demon from the confines of Kansas, the reformers now turn their attention to cleansing society from every foul error into which the human family has fallen under the reign of individual license.

"Soon the feminine orator will mount the rostrum and in ardent tones of righteousness demand: 'Has tobacco ever made a family happy? Has tobacco ever soothed the widow's woes or ministered to the needs of the orphan? Has tobacco ever got a man a better job or helped him to hold the job he has? Has tobacco ever made a kinder father, a more indulgent husband or a better citizen? Is tobacco actually good for anybody, either the sodden wretch who craves its poisonous and body-destroying effects or the man who smokes simply to be sociable?' And one can hear the clamorous 'No' of enthusiastic thousands.

"For years women have protested individually against tobacco. They have issued their domestic edicts against it. But as individual efforts to suppress this malodorous accessory of masculine comfort, real or imaginary, have failed, the women of Kansas now propose to unite in an organized sisterhood whose influence shall be made invincible. If it is, of course, the same campaign will be undertaken in other States.

"Liquor is going. Must tobacco also go?"—Providence "Evening Tribune."

Manila Commercial Company Receives Delayed Shipments

The cigars for the Manila Commercial Company, arriving by the "Persia Maru" and the "Darien Maru," have at last been shipped into New York, and the firm is now busy distributing the goods to fill pending orders. In connection with the goods from the "Persia Maru" arrangements were made to have these cigars come overland to New York by "silk train" instead of ordinary train, in order to make deliveries by the first of the year. This meant a saving of ten to fifteen days, which is appreciated by the firm's customers.

It is understood that the "La Yebana" factory shipped to the United States during 1915 about nine and one-half million cigars, and there is every indication that during 1916 this number will be substantially increased.

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J. LAWTON KENDRICK ..... Managing Editor
HOBART BISHOP HANKINS ..... Advertising Manager

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A new year with its opportunities is before us. The modern oracles, our farms, banks and factories give forth the most favorable prophecies for 1916. Actual conditions encourage us to look forward to a long heralded prosperity.

A New Year

The tobacco man who has held his hand on the sickly pulse of this tremendous industry once more feels the blood leaping beneath his fingers and foresees a quick return to a healthy condition.

Fifty Per Cent. Fixed on German Glazed Pipes

UNDER date of December 22d, Assistant Secretary Peters, of the Treasury Department, sent out an official notification to all Collectors of Customs in the United States that hereafter a duty of 50 per cent. was to be assessed on all German glazed pipes which were imported into this country.

This ruling resulted from the fact that at Boston and other ports it has been the rule to treat German glazed pipes as "common tobacco pipes" specified in the tariff, and to admit them at a 25 per cent. rate of duty. At the port of New York, German glazed pipes were classified as a highly finished product, and 50 per cent. duty was levied.

The Treasury Department announces in making the uniform ruling that they have ascertained that German glazed pipes command three times the price of the unglazed variety, and hence should pay the higher tariff.

Trade Jottings

The John J. Bagley Company, Seattle, Wash., will move in a short time from their location on Pacific Block to 620 Fourth Avenue.

Recently at 126 East Genesee Street, Syracuse, N. Y., Prowada Brothers opened for business as the Central Cigar Store. All popular brands are carried.

Plans are under way for the erection of a six-story brick and concrete factory building to be erected in Harrisburg for T. J. Dunn & Company, of New York.

Santaella & Company's "Optimo" cigar has been taken on for distribution by Switzer & Macauley, proprietors of the Smoke House at 4 State Street, Rochester, N. Y.

Admirable business is being done on the new "La Preferencia" Breva by the Phillips-Trawick Company, Nashville, Tenn., distributors in that section of the brand.

"Herbert Tareyton" cigarettes in porcelain containers are having an excellent demand at the "United" Store on Union Street, Nashville, Tenn., under the direction of R. H. Cartwright.

William A. Vorhauer & Company, Chicago, Ill., distributors for the products of the Wayne Cigar Company, Detroit, Mich., were recently in receipt of a visit from Albert Worch, of Spietz & Worch, of the company.

In other years, holiday sales on the "Lovera" cigar by the J. B. Moos Company, Cincinnati, were excellent, but a summing up of the sales of 1915, discloses increased business over even the biggest record of former seasons.

Jacob Schirmer, for the past five years associated with the United Cigar Manufacturers' Company, in the capacity of District Manager, has tendered his resignation to become effective February 1st. Mr. Schirmer has no immediate plans for the future.

An accounting by J. B. Birdsall, manager of the cigar department of Allen & Lewis, Portland, Ore., relative to the city business done during the year 1915 by his company on the popular "El Sidelo" cigar, revealed that the same was the best in the history of the company.

Big Shipment of Tobacco for Export to Europe

Prior to January 1st over five thousand cases of tobacco, approximately a million and a half pounds and valued at something over a hundred and twenty-five thousand dollars, will have been shipped out of Janesville, Wis., for Baltimore, Md., to be trans-shipped from that port to Amsterdam, Holland.

It will take ninety cars to transport this shipment to the Atlantic coast, three trains of thirty cars each, and it must all be en route by the first of the year. It is the largest individual shipment of tobacco ever handled by a Wisconsin firm of Wisconsin tobacco and F. G. Borden & Company, who have the contract, expect to have every case on its way by the stipulated time.

The tobacco was purchased by agents for a gigantic Dutch syndicate through its agents who visited Wisconsin some two months ago. It consists of fillers, binders and what is known as "rags," and is from the nineteen-fourteen crop. It is being packed at the sugar beet warehouses where it has been stored for some months past.

Thirty-five hands are employed at present, but the force will be increased materially and something over three thousand cases have already been packed. The first twenty cars have been shipped and the remainder will follow as fast as it can be handled.

This same syndicate has purchased some twenty-eight hundred cases of Pennsylvania tobacco and small packings elsewhere but the Wisconsin purchase is the largest by far, and also the largest Wisconsin shipment ever made to one firm for transportation across the Atlantic.

Mr. Borden has personally supervised the purchase and packing of the tobacco and stated that the crop has been purchased from all parts of the State and at present was in the bundle. It is not being sorted, but is packed according to grades in cases.

The syndicate which purchased the tobacco is one recently organized to deal in American commodities. Aside from the tobacco it is understood they have also made extensive purchases of other raw materials and some finished products. It is all consigned to the Amsterdam house.

Cincinnati Cigar Firm's Name in Litigation

The hearing of a motion made by the Peninsular Chemical Company, of Detroit, for a temporary injunction against the Penslar Cigar Company, of Cincinnati, to restrain that concern from using the name "Penslar" will be heard on its merits by United States Court Judge Hollister, at Cincinnati, O., February 29th. Meanwhile Judge Hollister has issued a temporary order restraining the Penslar Company from representing itself as being connected with the Peninsular Company. The latter firm, in its bill of complaint, alleged that the Penslar Company so represented itself, but the latter company denies this. The Peninsular Company makes various druggists' goods, and claims "Penslar" as a trade-mark for the past five years, and that it uses that name on its bottles, boxes and cartons.

In its complaint against Samuel Levinson and S. W. Levinson of the Penslar Cigar Company, the Detroit firm alleges the styling of the word "Penslar" is almost exactly the Detroit firm's styling. The local company answers that it used its trade-mark for nearly four years, and that fact was known to the complainant, who made no protest. The defendant recites that the complainant has no charter to manufacture cigars and also that no business competition can arise between the complainant and defendant. Attorney H. G. Frost, who represents the cigar firm, said that peding the outcome of the suit he advised his clients not to sell their cigars.

Old Boston Firm Moves to New Quarters

The Goldsmith-Silver Company a long-established cigar manufacturing firm in Boston and producers of the "M. C. A." brand of cigars, celebrated the removal of their factory from the old quarters in the Lockhart building at 149 Staniford Street to the new home at 1158 Tremont Street, Roxbury, with a New Year party.

The company manufactured the "M. C. A." cigar at the old location for twenty-six years, having been in existence more than thirty years altogether, and the employees, many of whom have been in its employ for the entire period, regretted to leave the place made familiar through long association.

The new home, however, is an ideal place for cigar manufacturing. The company occupies two upper stories of the building located at Ruggles and Tremont Streets, and which have an abundance of air and light with a cheerful view from all the windows. The building construction is modern and modern appliances and improvements make it an ideal place for cigar making.

The host at the celebration was Samuel Silver, head of the concern, and it was the first day that the company really occupied the building, to which all of its office furniture and factory appliances were removed. There were 100 guests present. They were entertained with singing, dancing and vaudeville numbers. Refreshments were served and impromptu speeches made. A phonograph concert was given. The new building has new lavatories and wash rooms for men and women. The stock and display room, smoking room and shipping rooms are all ideal in space and location.

The Significance of "Double Certificate" Day

There is a world of significance in the simple statement given out by the United Cigar Stores Company that the cash sales of that concern made on the occasion of their recent semi-annual "Double Certificate Day"—December 11th—amounted to the sum of $601,987. When one takes into consideration that the number of 25-cent certificates represented by that volume of business amounted to 2,407,948 and the number of 5-cent coupons 12,039,740, some faint conception of the sales-compelling power of premium coupons is had.

Comparing the sales on this day with those on other days, one cannot escape the conviction that it was the double premium offer that was chiefly responsible for the tremendous increase in business. Whatever may be said about the methods of the United Cigar Stores Company, this must be admitted—that their prices are uniform and that when they want to make a special drive on any one item the added inducement is in the form of special coupons and certificates rather than in an actual cut in the sale price of the goods. Cigars, as a rule, are no cheaper by the box than singly in these stores. Where then, sales have made such phenomenal jumps in a single day with no other inducement than the two-fold premium values, the power to bring about such results must reside in the coupon.

It is the same public that patronizes the other kinds of stores that responded in such a liberal manner to the "double certificate" offer of the cigar stores. That is the one, big, significant fact for manufacturers, wholesalers and retailers to realize. With a buying public already educated to the advantage of premium advertising from their own standpoint and ready and willing to confer patronage on the premium giver, there is no reason why the cry of unsatisfactory business should longer be heard—and it is not from those who sufficiently awake to grasp the opportunities that the premium system affords.—"Novelty News."

Appealing To the Taste

ADVERTISING is only a phase of psychology put into practice. This is a recognized fact. Consequently, it should behoove all advertisers who are desirous of producing paying publicity announcements to make use of this knowledge. From a careful observation of the magazine and newspapers, one infers that there are some who do not care so much as they should. This is especially true of many food and drink advertisers. Some of the latter do not seem to observe human nature sufficiently. They do not appeal to the taste enough. Now, it is natural for a person to like that which pleases his senses, and in foods and beverages a person desires something which appeals favorably to his eye, to his sense of smell and to his taste. Mainly, he wishes something that tastes good.

There are advertisers—and many of them—who have a good, delicious and pure food or confection or drink, but by reason of harping upon its purity, upon its sanitary qualities, they fail to obtain the returns they should. It is well enough to tell your prospective customer that your product is pure without giving a chemical analysis of its components. The average person does not want to know if your cheese contains fifteen per cent. casein; all that may be very interesting to you, but what he wants to know is this: Does it taste good?

This yearning for something that appeals to the senses is an inborn characteristic of man. When a child cries, why does its mother display to it some pretty toy or ornament? Why does a small boy smack his lips after eating a plate of ice cream? Why does a person's mouth water when he sees some dainty confection? The appeal to the senses is the reason. And this human characteristic—instinct, if you wish to call it that—is one which it will pay advertisers to consider.

Of course, one may appeal to the taste in a wrong and in a right way. By referring too frequently to the fact that your bread is baked under sanitary conditions—no dirt, no bad odors, no sand in any loaf—you detract from the idea of purity until impurity gets uppermost in the minds of the readers. By suggesting purity through enticing words, mentioning the daintiness, deliciousness, sweetness and excellence of your article, you gain the desired effect without incurring any risk of ruining the force of the ad. If the product is dainty and delicious, it will most certainly be pure; if it is excellent it cannot be impure. Running ads which contain too much mention of purity and sanitation is as dangerous as handling dynamite. Too many of our breakfast foods advertisers talk about purity and medical qualities until their announcements read like a page out of a medical journal and savor of the hospital and sick-room. If the advertisers would merely bring their psychological powers into play and consider the fact that the taste and appearance—but taste mainly—are two of the most potent facors in procuring a sale their bank accounts would be much larger for the change.

If two kinds of drinking water were offered for sale, and one was chemically pure, but not crystal-like in appearance nor sweet in taste, while the other was crystal-like and tasted good, but was loaded with typhoid germs, the average person, being, of course, ignorant of the latter's impurity, would buy the kind containing microbes, in spite of the fact the other was entirely pure. The same rule is always in force. The thing which appeals most satisfactorily to the taste is the one bought. If you do not talk about impurity, your prospective customer will take it for granted that the product is pure. There is nothing which betrays a guilty person so easily as his continual harping upon his innocence.—"Brains."

R. J. REYNOLDS COMPANY CHARGES 'SMOKAROLS' EVADE CIGARETTE TAX

(Continued from Page 11)

rols" are classified as smoking tobacco and not as cigarettes, the difference in the tax will be so great that they cannot compete. The tax on cigarettes is: for small cigarettes $1.25, and large cigarettes $3.60.

The R. J. Reynolds Tobacco Company, in presenting its case to the commissioner said: "The articles of manufactured tobacco in question come clearly within the statutory definition of a cigarette.

"First, as their name implies, they are rolls of tobacco.

"Second, the tobacco contained therein is cigarette tobacco.

"Third, they are wrapped in cigarette paper.

"Fourth, the roll cannot be manufactured in any other way than upon a cigarette machine.

"Fifth, each of the rolls is identified, as is usual with cigarettes, by having its trade mark printed thereon.

"Sixth, the holders with which they are sold is in effect a cigarette or cigar holder.

"Seventh, the large container or drum, fully complies with the regulations pertaining to cigarette packages and cigar boxes by showing the numerals which designate the number of unstamped articles contained therein, which is not required in taxing smoking tobacco as unstamped subdivision packages are prohibited under the statute and regulations pertaining to smoking tobacco. It likewise contains the customary caution notice and other requirements for containers of cigarettes and cigars.

"Eighth, the Congress clearly never intended to permit such rolls of tobacco wrapped in smokable paper, or cigarettes to be classified as smoking tobacco, and to give a manufacturer thus favored such an advantage in tax over other manufacturers of tobacco wrapped in smokable paper or cigarettes, especially in view of the fact that the rolls in question purport to be protected by patent, which, if valid, would amount to a monopoly of tobacco in this form, under the smoking tobacco tax.

"Congress has provided no other classification under which these rolls of tobacco wrapped in smokable paper or cigarettes can fall. They cannot be classified as smoking tobacco.

"It is respectfully submitted that, as the packages fully comply with all the provisions of the law prescribed for cigarettes and cigars, except the cigarette stamp, and as they have none of the requirements provided for packages of smoking tobacco, they should be classed as cigarettes and stamped as such."

This controversy over the little "Smokarols," R. J. Reynolds says involves millions of dollars, and may revolutionize the tobacco business, if it is held that the smoking tobacco carries the 8-cent tax and is not a cigarette.

Nestor Schloss

At the home of his daughter, Mrs. Monroe DeVine, 2788 Broadway, New York City, Nestor Schloss, identified with the local leaf tobacco brokerage trade for a number of years, died December 22d.

A "La Saramita" Display in Kalamazoo, Michigan

The above display of "La Saramita" cigars appeared in the window of the Benjamin Cleenewerck & Sons' store at the corner of Main and Burdick Streets, Kalamazoo, Mich. The display was arranged by Mr. Art Atkins, who has gained quite a reputation for window trimming. "La Saramita" cigars are made by the well-known firm of Shields-Wertheim Company, Cleveland, Ohio.

Lancaster Tobacco Show Third Week in January

Mr. Buchner, of the Farm Bureau of the Lancaster Chamber of Commerce, reports that the Lancaster Tobacco Show will be held for three days this year on January 18th, 19th and 20th.

At a meeting of the Lancaster County Tobacco Growers' Association the motion of Aaron Landis that ribbons be used as prizes for the best exhibits was adopted.

It was unanimously agreed that every grower in the county should have an exhibit, even if they have nearly all their crop sold. The purpose of the show is to demonstrate to the tobacco trade the improved burning quality of Lancaster County tobacco. One hand of each class of tobacco—wrappers, binders and fillers of broadleaf and one each of wrappers, binders and fillers of Havana seed—from each grower in the county would make a very creditable showing; anything less from each grower who grows either type will not be exhibiting the right kind of spirit by the tobacco growers. All growers are urged to exhibit a fair sample—one hand of each class.

"Chancellor" cigars jobbed by the C. H. Grashof Company, Cortland Street, Rochester, N. Y., are showing an increase in sales as the result of the boosting of the Grashof Company, which is exercising a very healthful influence among the stores distributing the brand.

Two New Proprietors in Reading Cigar Stores

Two well-known Reading (Pa.), cigar stands have new proprietors.

The business conducted at 761½ Penn Street by William F. Bellemere, who died recently, was bought by his son-in-law, J. William Schultz. Mr. Schultz manufactured cigars at 544-6 Maple Street under the name of the Schultz Cigar Company. After New Year he intends to manufacture at his Penn Street location in connection with his retail business. He has added a line of candies. He has the first and second floors. Mr. Schultz resides at 1010 Cotton Street.

Howard S. Hartman has bought the business of Henry H. Roland, who died recently, and who for thirty years was located at 856 Penn Street. Mr. Hartman bought the retail and the manufacturing ends. Mr. Hartman, who resides on Fifth Street near Elm, conducted a grocery store at Ninth and Washington Streets some years ago and latterly was a traveling salesman for the Southern Cotton Oil Company. He will handle a full line of popular brands.

George Hooper, Jr., for four years a traveling salesman for the Howard Manufacturing Company, Atchison, Kansas, has resigned, and on January 1st, will take a splendid traveling position with Rothenberg & Schloss and Niles & Moser. He will travel in the South; will have headquarters at Fort Worth, and will report to the cigar concerns' offices at Dallas.

Pointers For the Man Behind the Counter

THE "something new" is what the wide-awake dealer is always keenly on the lookout for. Something new in goods, ideas and methods. Continual search is the only way to find it. Keep searching for the idea you are after, and if it is not presented to you, you will most likely evolve it, and therefore be an originator, which is better still. Keep an eye on your competitor's methods, the lines he carries, his manner of displaying them, his style of advertising, his method of winning trade—and your own. None of them is likely to be perfect. There is always room for improvement. Study the subject as you would any other problem, with the proper answer clearly in mind, which is, improvement, advancement, success. The study will bring ideas. Jot them all down, however crude or even impracticable they may seem. Elaborate them. Carry them out to a conclusion. The final result may be just what you want, but different to what you started to look for; but as long as the desired results are obtained it makes little difference.

Impress the public with the quality and excellence of the lines you carry, the lowness of your prices, and your ability and willingness to give every customer a "square deal" and the public will be delighted to exchange currency for merchandise over your counters. But first of all the impression must get among your prospective customers and stay with them. The impression may be genuine or merely stimulated. That makes a little difference. If a dealer can win the popular belief to the idea that he is giving "better goods for the same money, or the same quality for less money" than any of his competitors he will get the big end of the business, no matter if he is actually being undersold on six articles in every dozen. But don't make the mistake that your mere "say so," or any amount of brag and blow, is going to establish the reputation. The effect must go deeper than that. You must show them and that requires tact, method, nerve and knowledge. For instance, would you willingly sacrifice all the profit on some of your strongest lines in order to gain a point in public favor? Would you know which were the most effective lines to work upon? Would you be willing to "sacrifice the innocents" right along, and would you know how to merchandize your stock so as to "make good" to yourself at the same time? All this requires a knowledge of human nature in the abstract, a very intimate knowledge of your own trade, and a keen perception of marketing and merchandizing your wares. Some stores have the reputation of selling cheap all along the line; others have the reputation for their occasional bargain days. It's all in the method of winning trade, but the first have the people coming all the time, the others only on occasion.

Order is said to be Heaven's first law, confusion the open door to trouble, worry and loss. Of course, order may probably prevail in the store or the office. These are under the constant vigilance of watchful eyes; therefore order there must be. But how about the shipping room, the stock room, the out-of-the-way place where reserve stock is stored? Very frequently like a dumping ground. Especially in the height of the season when stocks are heavy. How anybody can find any particular line, box or package is a mystery. The fact of the matter is that goods wanted are frequently not found because of being misplaced or hidden. Then they are reported as being sold out, another order is rushed in, some sales lost. Just as the new lot arrives the others turn up, which usually leads to an overstock, confusion and loss because system and order were lacking. The obviously correct way to run a stock room is to keep a stock book wherein every line or box is recorded when goods are received, and marked off when taken from the room. This requires very careful and exact bookkeeping and is hardly practical without appointing a man or competent boy for that particular purpose. To endeavor to keep a stock book any other way would be well nigh useless.

Then, if the carefully kept stock book is out of the question, keep stock orderly and systematically; keep each lot distinctly by itself so that a glance will tell you just how the stock is. A lot of cigars has arrived. All the boxes are as alike as daisies in a pasture, except for the label in front. What a chance for a mix-up, and how easy to make mistakes on rush days! But how extremely easy it is to prevent all this. In putting the boxes on the shelves, just pile each line by itself from the floor up, occupying each tier of shelves, the next brand following in like manner. How quickly and easily the stock can be sized up. A glance will tell. Then when any of these piles get below a certain point you know it is time to fill in and stock up. No excuse for being out of a brand. No waiting to look all over the stock room when goods are wanted in a hurry. Reserve stock can be and should be as well kept as forward stock, and the only reason that it is not done so is the carelessness that will intrude when negligence is overlooked or hidden. "Oh! but it isn't necessary," says the objector. "It's a waste of time." A well-kept reserve stock is a time-saver when time is precious. A slovenly kept stock is a "lazy man's burden," and in the end makes work that might be avoided.

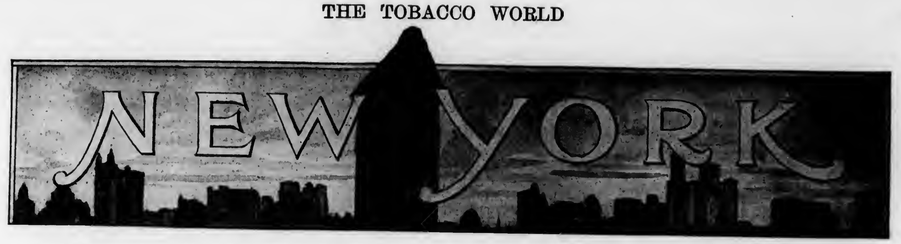
It makes no difference how hard a worker, how good a merchant, or how industrious and loyal a clerk may be when at his duties if at other times he is continually talking about "old fogy notions," "poor management," "unfair methods," the real or fancied mistakes of the store. He is an enemy and a hindrance to the store. Possibly he sees and notices things that may be improved or rectified. The head of the house is the one to talk to. Do not make public gossip about it.—"Canadian Tobacco Journal."

To Trust or Not to Trust

It is a difficult and often very delicate matter, who to trust and who not to trust. The best way to get in bad accounts is not to have any. If you let out no goods on credit you will have no bad accounts. But does it always pay to do business strictly on a cash basis? To a great extent this question is one every retailer must, of necessity, settle for himself. This much can be said, that in the neighborhood of every tobacco retailer live men who are as honest as one could wish; who will pay for any goods given them on credit and whose trade is worth the having.

The hard thing for the retailer to do is to separate the wheat from the chaff; to learn who are the "good pay" men and who are the dead beats. Quiet inquiry as to the "standing" of this man and that will often put the retailer on the right track, and again, he can have a straight talk with every customer who applies for credit, letting them know exactly when they must "settle their score" or be considered "risks."

There can be little doubt that the cash business is the one which pays in the long run, not merely from a financial standpoint, from that of ease of mind as well. Where there are no doubtful accounts standing upon the dealers' books he is at least saved the worry of wondering whether these are ever to be paid or not.



Gato Company Resumes This Week

FOLLOWING the big fire which wiped out their entire plant in Key West ten days ago, the E. H. Gato Cigar Company immediately set to work to get affairs in shape for a resumption of work in turning out their goods.

They have leased the factory on Ann Street, Key West, which was formerly occupied by the Cortez Cigar Company prior to the removal of that concern to their magnificent new factory out on the gulf front. This plant has been refitted as thoroughly as possible and cigars will be turned out this week. The big Gato warehouses in Havana have already shipped large lots of needed tobacco, so there will be no lack of raw material.

General Manager Asa Lemlein stated in New York a day or two since that plans were now being drawn for the erection of a new Gato factory on the site of the old plant, and that his company contemplated erecting a factory thereon which would be positively the last word in the construction of a cigar manufacturing establishment.

Visitors to Key West will miss the familiar old rambling yellow factories which have been so long turning out the famous "1871" and "Bouquet de Eduardo H. Gato" brands, as well as the peculiarly warm welcome which was always extended visitors there in times past, but on the other they will watch with intense interest the erection of the new plant which will be the home of the brands which have made Key West famous for nearly fifty years.

The building of this new plant should be the crowning achievement in the long and useful life of the veteran E. H. Gato, the founder and president of the company.

Schinasi Brothers Increase Capitalization

Schinasi Brothers, Inc., manufacturers of "Schinasi's Naturals," "Egyptian Prettiest" and other brands of Turkish cigarettes have for years been conducting their business as a close corporation with a nominal capital of $1000.

On December 22d, the company filed an application with the Secretary of State at Albany, N. Y., to increase their capital from this nominal sum to $2,100,000, which is a fair valuation of their business today.

The big Schinasi plant at 34 West 100th Street, New York City, has been running to its fullest capacity for months, and the concern has been plunging into more renewed activity than ever before in marketing their brands.

The Manila Commercial Company announces cables of shipments of 744,000 cigars by the S. S. Nippon Maru, due in San Francisco on January 11th, and of 120,000 cigars to arrive on the S. S. Canada Maru on January 16th.

Sales of United Cigar Stores Company in its stores in the Wall Street district for the first nineteen days of December, showed an increase of 20 per cent. over the corresponding period last year. Sales in the current week, compared with last year, represent an increase of 30 per cent. Wall Street business in cigars is the greatest in the history of the company.

H. Duys & Company Close a Fine Year

DUYS & COMPANY express the utmost satisfaction with the volume of business which they have done in Sumatra tobacco during the past trying year, and point to the fact their combined sales for 1914 and '15 exceed 15,000 bales of Sumatra and Java tobacco.

John H. Duys, of the firm, has booked passage to sail for the Amsterdam Inscriptions of 1916, leaving on February 22d. Mr. Duys will attend the first and second inscriptions which are scheduled for March 10th and 17th, and then return home, being replaced as usual by his brother, Henry M. Duys, who will remain abroad to the close of the sales.

The firm is closer today in supply than it has been for some time, but nevertheless states that it can take good care of its customers till the new shipments arrive.

Kruse, Quanjer & Company New Firm

December 31, 1915, witnessing the dissolution of the firm of Scheltema & Quanjer, importers of Sumatra tobacco, announcement is made to the trade by William Quanjer that an entirely new company to be known as Kruse, Quanjer & Company will be formed to take the place of the old concern. Its personnel will be composed of J. H. Kruse, Amsterdam, and Messrs. William Quanjer and Hugo Muller, both of New York.

The new organization which will devote its efforts to the importing of Sumatra and Java tobacco will have its Amsterdam office located at 40 Pieter Jacobstraat, and its American headquarters at 180 Water Street, New York City, though the latter offices are only temporary. The permanent home of the new company will be made public, shortly. All three gentlemen composing the firm of Kruse, Quanjer & Company are well known in the trade, and should, if competence and ability is to be the criterion, guide the new venture to a sure and abiding success.

C. Fred Crosby Resigns

Many friends in the trade will learn with keen regret that C. Fred Crosby, who for a number of years has been the editor of "Tobacco," has resigned his position and associated himself with a well-known financial journal of New York.

During his long encumbency with "Tobacco," Mr. Crosby has always been a constructionist in his editorial writings, and many valuable ideas for trade betterment have come originally from his pen. His most recent work in connection with the organization of the Tobacco Merchants' Association will long be remembered and valued by the trade at large.

While personally, Mr. Crosby is as genial and gentle a character as would be encountered in a long journey he was a disciple of Horace Greeley when seated at his desk, and impersonally he may have left some bitter enemies in the trade, but no one ever doubted his sincerity, and even his enemies gave him a full meed of respect.

Relations Between Clerk and Employer

EMPLOYERS, as well as employees, should make a careful study of the rules underlying successful salesmanship. The employer, in many cases, has been a salesman himself, and has consequently been up against most of the problems which confront the latter. This should render him not only considerate, but should furnish him with the key to securing the highest and best results from his staff of salesmen.

This does not mean studying to get the most out of them for the least money. This is a procedure which usually antagonizes, and consequently produces the very reverse of the effect desired. Fair wages are just as essential as fair treatment in other respects. On the other hand, economical considerations force the employer to take the quantity and quality of service into account just as carefully as he would any other kind of expense or financial outlay. If the clerk is not a producer, or even if the returns upon his labor are below the economical mean, the fact must be known and given the same consideration which is given to other operating expenses.

Kindly and considerate relations between employer and employee should be mutual. There should be nothing one-sided about this. The clerk owes it to his employer to use his best endeavors to forward the latter's interests on every occasion.

Many employees consider their duties fully discharged when they go through the mechanical execution of their daily tasks in a fairly thorough manner, but never rise to a sufficiently high conception of their work to make a study of it, to plan and to initiate.

There is a big demand at present for initiative, as well as executive ability. It is the key to advancement all along the line. The ability to "start something," to set the wheels of business in motion, or, in other words, to be a producer, is at a premium.

The fact that some employers are lacking in generalship, that they do not know how to handle men, is no reason why the clerk should be remiss in his duties. He owes it to himself, as well as to his employer, to use every means in his power to cultivate the habits which command commercial success. Careless habits once acquired are carried everywhere and prove a permanent barrier to advancement.

The salary question is one which crops up continually, and is the source of much trouble. The salesman frequently becomes dissatisfied with his position, and whether he makes a change or not, his dissatisfaction is often traceable in the quality and quantity of work done. The surest and best way to secure a rise in salary is for the salesman to show by the improved quality of his services that he deserves it.

No doubt employers are unappreciative at times, but more often it is the employee who takes a one-sided view. There is no more useful business asset to a salesman than the ability to place a correct valuation upon his own services. It is safer and wiser to place a slightly lower value upon these than they deserve than to overvalue them. People who can form a correct judgment of their own personal attainments and abilities are a scarce article in all departments of life, but the employee who is lacking in the sense of proportion in this respect has placed a serious barrier in the way to success.

The employer evidently owes it to his employees to treat them as though they were rational, thinking human beings, though he is sometimes rather rudely jarred to find that they are neither. He also owes it to them to have regard both for their health and their comfort. The best conditions are necessary for the best class of work, and this means a kindly atmosphere, good ventilation and lighting and the stimulation of example. The employer who wishes his clerks to be genial should cultivate the habit himself. The same with promptness—no dealer can expect his assistants to be prompt if he goes in and out at any old time, and does not insist upon system and orderly methods. Some employers go so far as to provide lunch rooms and reading rooms for their employees. This, of course, is applicable only to the larger stores or factories, but the results show that attention to the health and comfort of salespeople not only meets with a generous response, but secures better results during working hours as a result of improved conditions.

The accompanying cartoon is suggestive of conditions which are only too prevalent in all lines of business. No matter how progressive the store, no dealer can afford to make bad friends of prospective customers by sweeping the mud or dust from the store front upon their clothing as they pass. Cleaning up is a necessary operation, but one which can either be done early, or in such a way as to avoid the conditions pictured. A little extra time taken to wait until people pass would certainly be time well spent.

Prompt and obliging treatment inside the store is a positive method of making friends. Every one likes to come back where such service is given. Some clerks have the habit of looking vexed or developing a sudden frigidity of manner if a sale is not made. This might be all right if only one sale were to be made to a customer, but the dealer who knows his business wishes not only to get, but to hold trade. He wishes his customers to come again and again, and would be wise to see that his plans do not miscarry through irresponsible and unthinking assistants.

No doubt the position of the salesman is often trying. Customers are often overbearing in manner, capricious and hard to suit. This requires the exercise of diplomacy and should not be allowed to develop into a sort of "armed neutrality" towards all customers. The clerk who encounters a difficult customer should remember that people of this stamp have often been turned into the best friends of the store by a little skilful handling. We would not suggest that the salesman should give in at all points. He should hold his own politely, but firmly, when he is positive that he is right, but should defer to possible differences of opinion. Each case, of course, should be handled on its own merits and will require different treatment.

Three gentlemen of the writer's acquaintance recently went into a large down-town store and were allowed to stand around for fifteen minutes or more without the slightest attention. They finally got tired of waiting and left the store. This is not an uncommon experience, and shows a serious defect in store management and salesmanship.

For all any one knew to the contrary, these three men were each possible purchasers of a good bill of goods. Not only was a sale lost to the store, but a mental resolve was formed to go elsewhere next time anything was needed in this line.

It is a common experience to be required to wait for quite a while, or until the "sales person" finishes a conversation or finishes an item in the paper. Another experience equally annoying is to have the salesman conduct a frivolous conversation with another employee while endeavoring to wait upon the customer.

(Continued on Page 24)

Deisel-Wemmer Company Prospers in 1915

Despite depressed conditions which prevailed during the first part of the current year, the gross income of the Deisel-Wemmer Cigar Company, Lima, Ohio, in 1915, will reach four and a quarter millions of dollars, equaling the revenues of last year.

The gross output of the great concern, which is equaled by few in the country, will be 120 millions of cigars of all grades, which is only ten millions fewer than the record product of 1914, when 130,000,000 cigars were manufactured.

Present indications are that the gross business of the coming year will exceed all records by a wide margin, both in number of cigars and gross revenue. While the first nine months of this year showed results below par, the last three months have brought orders from all parts of the country in unexampled volume.

All of the ten factories are being pushed to the limit of ability to obtain hands and yet the company is far behind demands for its product. Several hundred more employes might be given work in this city if they were obtainable.

The present factories are located at Lima (two), Wapakoneta, Van Wert, Delphos, Fostoria, Toledo, Findlay, Sidney and St. Marys. In none of these were any employes dismissed during the year, but the natural decrease through retirement for various reasons somewhat reduced the forces. Some 3500 employes are now on the rolls.

The annual gathering of officers, salesmen, superintendents and foremen, to review the work of the year and to formulate plans for the coming season, this year will be upon a more elaborate plan than in any previous year.

The officers, salesmen and guests of the company will meet at a dinner to be given by the company on Friday night, January 7th, at the Elks' Home. A score will be present.

On the following night, Saturday, January 8th, will come the larger gathering, in which officers, salesmen, guests and superintendents and foremen of all of the ten factories will break bread together at a banquet in the Lima Club. Some 80 to 100 will compose the party.

During and following the dinner there will be special musical and other entertainment and the post-prandial proceedings will include toasts in which the views of employer, employee and guest will be exchanged.

Scotten-Dillon Pays Big Dividends for Year

With the payments for the current quarter, stockholders of the Scotten-Dillon Company, tobacco manufacturers, will have received dividends aggregating 28 per cent. for the year. Directors of the company at a meeting recently authorized payment of the regular quarterly dividend of 2 per cent. and an extra dividend of 5 per cent. For each of the three preceding quarters regular and extra dividends of equal amount have been distributed.

With $1,500,000 of capital stock outstanding, the disbursement among stockholders for each quarter is $105,000, making an aggregate of $420,000 for the twelve months.

Average Wage in Nebraska Tobacco Industry $13.79

According to reports filed in the Department of Labor of Nebraska, by manufacturers of cigars, and those engaged in the preparation of tobacco, for the year 1914 there was a capital of $321,136.78 invested. Employment was furnished to 426, of which 169 were women. The total paid in wages for the year was $247,505.09; total value of stock, $359,669.04; total value of production, $746,818.89; per cent. of sales in Nebraska, 97½. Nine were employed under the age of sixteen years. The average wage per week was $13.79. Reports were filed by sixty-eight manufacturers, as compared with fifty-five in 1913.

Provides for Collection of Tobacco Statistics

The draft of a bill authorizing the commissioner of internal revenue to collect and publish statistics of leaf tobacco, intended to repeal a bill of April 30, 1912, wherein the census bureau was authorized to collect and publish similar statistics, has received the approval of the interdepartmental committee, organized in July to determine the best means for collecting and publishing tobacco statistics.

The new bill authorizes the collection and publication of these statistics quarterly, instead of semi-annually. It also provides for the inclusion of all tobacco growers, correcting a condition whereby the greater part of the growers were exempted from the provisions of the census tabulations. The whole measure is intended to correct a complicated situation, whereby the census bureau, the internal revenue bureau and other departmental activities gathered statistics of varying character and from limited sources, producing a confusion and an inadequacy of accuracy.

R. L. Mitchell, of the Southern Maryland Tobacco Growers' Association; W. L. Crounse, National Cigar Leaf Tobacco Association, and Charles Dushkind, Tobacco Merchants' Association, were present as representatives of the growers of leaf tobacco. The members of the interdepartmental committee are: R. W. Lassiter and M. F. Snider, chief of the tobacco division of the internal revenue bureau, representing the Treasury Department; L. M. Estabrook, N. C. Murray, E. G. Beinhart, Mr. Carson and J. P. Killebrew, of the Agricultural Department; W. M. Steuart, O. E. Oller and H. J. Zimmerman, of the Department of Commerce; Ernest Egget, of New York; C. G. Snead, of Virginia; B. F. McGhee, of West Virginia, and T. M. Washington, of North Carolina, consulting agents of the census office.

New Jobbing House Incorporated

Incorporated with a capital of $20,000 fully paid and equally divided, the Brinkman, Meisel & Recker Cigar Company, January 1st, opened for business at 407 North Third Street, St. Louis, Mo. The cigars to be featured by the new company are both manufactured by the Powhatan Gordon Cigar Company, of New Orleans, being the "Rex Roy," a nickel brand, and the "El Pow-Ha-Ton," retailing at 10 cents and two for a quarter.

Oscar Brinkman, Conrad Meisel and William Recker are the members of the new organization. All three are well known in the trade. George Hoppel, Jess Lillard, Henry Schoenbeck and John Magner will be the members of the sales staff.

Patents of Interest to Tobacconists

Cigarette Box, No. 1,158,826. Aaron Mendelson, New York, N. Y. November 2, 1915.

Smoking Pipe and Cleaner Therefor, No. 1,159,542. Frederick A. Stegner, Cincinnai, O. November 9, 1915.

Cigarette Box, No. 1,160,930. Aaron Mendelson, New York, N. Y. November 16, 1915.

Cigarette Box or Case, No. 1,160,931. Aaron Mendelson, New York, N. Y., November 16, 1915.

Cigarette Case, No. 1,160,933, Aaron Mendelson, New York, N. Y. November 16, 1915.

Smoking Pipe, No. 1,161,519. August W. Petersohn, Aurora, Ill. November 23, 1915.

Gearing for Cigarette Filling Machines, No. 1,162,478. Max C. Grahl, assignor to Universelle Cigaretten-Maschinen-Industrie System. Otto Bergstrasser Aktiengesellschaft, Dresden-Lobtau, Germany. November 30, 1915.

Tobacco Pipe, No. 1,162,476. Bernard Gilpin, Coulsdon, England. November 30, 1915.

Actress-Journalist Lauds Manila Tobacco Factories

"I have spent some time in Cuba and while there I visited practically all of the world famous cigar factories. In none of them, however, are the conditions under which the factory hands work so splendidly as those I found in Manila factories. The work rooms here are large and airy, with plenty of light. Every part of your factories are kept scrupulously clean, and even the employes look healthy, happy and contented."

This is what Miss Cecilia M. Wright, the operatic and vaudeville star, journalist and adopted daughter of the American navy, who is touring the east as a representative of the United Press Association of America, had to say after paying a visit to the principal cigar and cigarette manufacturing plants in Manila in company with an official of the internal revenue bureau.

Miss Wright spent the entire morning on the inspection trip and displayed keen interest in the details of cigar and cigarette making and the conditions under which the operators work in the factories here. She seemed surprised at the conditions she found here as compared with places she had visited in other countries.

"Not being a smoker myself, I can not judge of the quality of the Manila cigars," exclaimed the metropolitan actress, when questioned further, "but the methods of making them here are the same as in the Cuban factories, and the workmanship, so far as I can judge, ranks with the best workmanship found in the Havana cigars.

"What amazes me," Miss Wright continued, "is that you people here do not have a larger trade with the United States, especially with your free trade advantage. When I return to the States I shall certainly tell my friends what I saw of the factories here, and of the cleanliness, which is a striking feature in all of them."

Miss Wright expressed regret that she will not have time to see the Philippines, as she would like to, but one of the special missions on which she has been sent to the Orient by the big United States news syndicate is to write up the ceremonies attending the coronation of the Emperor of Japan, which makes it necessary for her to leave Manila by the "Persia Maru" next Friday, so as to reach Tokio in time.—"Manila Daily Bulletin."

Tobacco Crop of Greece Shows Large Increase

A recent report to the Department of Foreign Commerce, Washington, D. C., from United States Vice Consul George F. Waller, Jr., stationed at Athens, states that the Greek tobacco crop of 1915 is superior in quality to that grown in 1914. The Macedonian yield is said to be equal to that of last year, while in the Phthiotis-Phocis districts an increase of about 30 per cent. is apparent. Larissa is reported to have a crop almost 30 per cent. larger than last year, and a similar increase is said to exist in the Argolis-Corinth Provinces. The official government figures of the 1914 Greek crop of tobacco have just been made public, indicating a total yield of 67,188,321 pounds grown upon an area of 80,361 acres.

Boyer Cigar Store in New Quarters

D. P. Boyer, cigar merchant, 53-55 West Market Street, York, Pa., has occupied his new place of business. The erection of the present building was started September 28th, just three months ago, and the store room has been completed to the extent that the business was removed from its temporary headquarters at the rear. The present building occupies the site of the frame structure that stood on that spot for a number of years, and adds much to the appearance of that section of the street.

Relations Between Clerk, Etc.

(Continued from Page 22)

Another acquaintance was practically forced into buying, or rather into keeping a purchase, which proved to be entirely unsuitable and which was brought back immediately, without being used, and in the same condition as when it left the store. This is short-sighted policy, and, as before stated, might be all right, so far as the store is concerned, if the dealer never expected to make more than one sale to each individual. The privilege of returning will be subject to certain limitations, but there should be a liberal interpretation of the idea. Some of the largest city stores exchange goods almost without question, or, if so desired, refund the money. There is something pleasing about this freedom in purchasing which inclines a person to go where he or she can be sure of satisfaction or the money back.

Accuracy, as a habit, is of the utmost importance, not only in business, but in social and private affairs. Slipshod methods are no doubt the cause of more failures than almost anything else. No amount of genius can offset the effects of unreliability and inaccuracy of work. There are probably more shipwrecked geniuses from the lack of a steady hand at the rudder than from any other cause.

A painter may paint a beautiful picture, full of action and perfect in coloring, but such efforts have frequently been spoiled through a lack of correct setting and costume, or some inaccuracy as to the time or period depicted.

Accuracy may be carried to an extreme, like everything else, but, coupled with speed and originality or initiative, is an almost sure stepping-stone to success. Accuracy cannot be safely sacrificed to speed, or speed to accuracy, but a fair proportion of the two, combined with the third quality mentioned, is a winner.—"The Furniture Journal."

Most of Lancaster County Tobacco Sold

All the hail-cut tobacco in this county has been contracted for. The price paid was five cents a pound, which figure netted the tobacco farmer $75 an acre. There were approximately 2000 acres of such tobacco in this country, and Bloch Brothers, scrap manufacturers, secured over 1500 acres.

Fully 80 per cent. of the 1915 crop has been contracted for. The unsold tobacco is held by farmers who are holding for 12 and 14 cents and it looks as if they would get it as the tobacco is in demand.

The farmers who sold their tobacco on the poles did so contrary to the local tobacco association.

Tobacco farmers are hoping for a spell of damp weather, so that the tobacco can be stripped and delivered.

Cigar manufacturers continue to be more than busy. All cigarmakers making application are employed, and the cry of manufacturers is still for more. The last of the holiday orders were shipped this week. There are, however, many orders on file with which to start the new year. The outlook for the cigar industry was never better.

Tobacco buyers were very busy in the lower end of the county and hundreds of acres have been sold, and generally it took but a short time to do business. Buyers were paying about one price, which was 10 and 3, and most of the farmers were willing to take that price.

Pidwell to Open Cigar Factory in Gloversville

John Pidwell, a well-known cigar manufacturer, has opened a cigar factory at 20 East Main Street, Gloversville, N. Y., and will shortly put his brands on the market. The new cigar which he will make a leader of is to be called the "Empire." It will be a long filler Havana smoke.

SATISFIED WITH LIFTING OF EMBARGO

Nashville Newspaper Sees Encouragement in Allowing Tobacco Exports "For the Present"—Market Prices Sure to Improve Now

THE Nashville (Tenn.), "Banner," in a recent issue says editorially regarding the lifting of the tobacco embargo:

"There has been an endeavor, quite patent and somewhat persistent, to discredit the effect of the concession, made by the British government in reference to the exportation of American tobacco to neutral ports without contraband restrictions.

"It is suspected that these efforts evidenced in newspaper publications have had in a large measure their origin from interested sources. They have the insignia of a systematic endeavor to bear the market until the supply still in the hands of producers and small dealers has been sold.

"There doesn't appear to be any genuine ground for pessimism on this score. The British concession was quite liberal and of wide scope. Hon. Joseph W. Byrns, through whose activity in behalf of the tobacco interest the concession was chiefly secured, feels assured that the result must necessarily raise the price of tobacco. He points out for example that under former conditions no tobacco could be shipped to Holland, a neutral country, unless consigned to the Netherlands Overseas Trust, with a guarantee that it was not to be re-exported. This was a practical prohibition of the export of 'Black Patch' tobacco.

"The British concession abolishing the restriction was full. It will not be in the future required that tobacco exported to Holland have any special consignment, and no guarantee will be required as to its ultimate destination. Great Britain has, in fact, agreed to no longer interfere with the shipment of tobacco to neutral consignees in any neutral country, even though its ultimate destination may be Germany or Austria-Hungary.

"Mr. Byrns points out that this concession is virtually complete. What it allows will leave tobacco exports without restrictions except to German ports or German consignees, and that is not important if the tobacco can pass into Germany through Dutch ports and Dutch agencies.

"Those who are endeavoring to place a damper on the improved prospect afforded by this concession point to the phrase 'for the present' that it contains. These words mean nothing more than that the concession is in advance of a general settlement of the question of the British restrictions on American exports to neutral countries. The right to impose these restrictions in any instance is not conceded, and a strong protest has been made by Secretary Lansing at the direction of the President. The settlement of this general question will be delayed in diplomatic channels, but in the meantime the restriction respecting tobacco has been removed. There is no reason to apprehend that it will be restored.

"The officials of the State Department at Washington concur in the view taken by Mr. Byrns and regard the removal of the restrictions on tobacco as final.

"Shipments have already been made of Tennessee tobacco since the removal of the restrictions, and large orders have been placed that will be filled.

"The genuineness of the British concession and its perpetuity are not doubted at Washington, and it is a logical sequence that with the improved market prices must be better."

Lifting of Embargo "For the Present" Not Satisfactory

Hopkinsville, Ky.

Now that the first flush of satisfaction over the announcement by Great Britain of permission "for the present" for the free and unrestricted shipments of American tobacco to foreign neutral markets has passed and time has been had for a calm analysis of the situation, dealers see little benefit to come from the concession in its present form, and already plans are being laid to take up the fight again with renewed vigor.

The chief trouble is the uncertainty prevailing by reason of the concession being made only "for the present."

Just now the demand for space in ocean-going freight vessels is so far in excess of the supply that ship owners have notified tobacco dealers here that no booking will be accepted for earlier than February.

As England's concession now stands it is subject to withdrawal any day and without any previous notice. This leaves the tobacco man, if such a thing could be, in an even more uncertain state than before the embargo was lifted. Buyers in Europe are not going to be willing to contract for tobacco, it is figured, with this uncertainty existing, and the contractors over here are not willing to take the responsibility.

The effort now to be made will be to have England give assurance that the concession will be made perpetual, and if this is refused to have some definite date set and guarantee made that embargo will not be re-established before that time. November 1, 1916, is regarded as about the earliest date that would bring any sure enough results.

Pipes for the Soldiers

Much satisfaction is being expressed by the Board of Patrons and Patronesses of the Soldiers' Pipe Fund, recently organized in New York City with headquarters at 505 Fifth Avenue, relative to the contributions which are being received for the purpose of supplying pipes to the allied troops on the various battle fronts. Owing to the restricted transportation facilities existing at the present time, it is possible to forward pipes only to the soldiers of the allied powers: England, France, Italy, Belgium, Russia and Serbia. Large orders having been placed, the organization has been fortunate in being able to purchase not only the pipe itself, but has secured its packing and shipment to the soldiers in the trenches for the extremely low rate of 10 cents apiece. The pipes which have been manufactured under a newly patented method, are not only sanitary, but it is said will prove of equal attractiveness to smokers in general. Those contributors desiring one of the pipes for their own use or as a souvenir, may obtain the same on receipt of the price quoted the organization, namely, 10 cents.

For contributions of ten cents up to ninety cents a pipe for each dime will be sent to the soldiers, with a general greeting printed on the bowl of the pipe. For $1 up to $24 a pipe for each dime will be sent to the soldiers, and in the bowl of each pipe will be inserted the name, address and best wishes of the sender. For $25 up 250 pipes will be sent to the soldiers, with a motto or sentence printed on the bowl of each pipe, with name and address of the sender, if desired. For $50 up 500 pipes will be sent to the soldiers, with the sender's picture printed on the bowl of the pipe or any sentence or motto, with or without address, as desired. From $1 up a certificate will be sent in acknowledgment of the contribution. Contributors are requested to suggest to which country's soldiers they wish to send the pipes.

San Francisco

Prohibition in Coast States Hurts Cigar Trade—Edward Wolf to Represent H. Anton Bock & Co.—Manila Company Takes Over Former Wolf Quarters

San Francisco, December 20, 1915.

WITH the big Exposition safely over and San Francisco getting back to the old time ways, the cigar trade is closing up one of the best holiday seasons in several years. Naturally, some of the stands on Market and other streets particularly affected by the transient trade, have felt the loss of the Exposition crowds, and the loss of the cigar concessions on the Exposition grounds has been felt by the houses holding those concessions; but the general run of retailers find that the improvement due to the holiday season has more than offset the loss due to the closing of the Fair.

Following the good soaking rains which started the fall activity in the farming sections in good shape, the weather has been fine and cold and has brought out a fine holiday business throughout the State. Traveling men representing the San Francisco wholesalers, as well as the Coast representatives of the eastern manufacturers have all closed their year with the best trips in several years. Country dealers have been running with very light stocks; and the upward trend of general business, combined with the favorable outlook for farming, has caused the cigar men of the interior to give out larger orders than for some time.

The only thing seriously troubling the San Francisco wholesale trade is the situation in Oregon and Washington. The liquor business comes to an end in both of these States on January 1st, and there is some question as to how much effect this will have on the cigar trade. The trade of the present year has been adversely affected by the knowledge that prohibition was coming; and a good many San Francisco cigar men hold that the worst has already been had in anticipation. Still, the closing out of the saloon men seems certain to cause more or less confusion, especially regarding credits, in the cigar and tobacco business.

Charles H. Knubel, Western and Pacific Coast representative of "Charles the Great" line of cigars, left his San Francisco headquarters for Southern California early in the week. He will call on the trade at Los Angeles and other Southern cities and will spend the holidays at the former place. Mr. Knubel recently returned from a long trip over the northern half of his territory, where he found all the trade in the best of spirits and looking for a good winter and spring business.

Henry W. Peabody & Company, San Francisco importers of Manila cigars, report that, though shipments of Manila goods are still delayed more or less, they are coming in fairly satisfactorily just now. Messrs. Peabody & Company are looking forward to the starting of the Java-Pacific Dutch line of steamers between San Francisco and the East Indies to help out with the promised prompt and regular service. The business of Henry W. Peabody & Company is reported to be increasing right along, especially with houses in the Middle West. The shipments from Manila for 1915 show a slight increase over the shipments for 1914.

Morgan Gunst, of M. A. Gunst & Company, is in Los Angeles this week for a short stay accompanied by Edward Cohen, the company's advertising manager. Both are counting on getting home to San Francisco before the close of the holiday season. M. A. Gunst & Company did a tremendous business at the Gunst Building on the Exposition grounds during the closing days of the Exposition, and are well satisfied with their extensive ventures during the Exposition period. They are now planning for some extensive window and other advertising during the winter months in all the large Coast cities.

H. Bercovich, the well known San Francisco chain store man, returned a few days ago from a short visit to the trade in Southern California. He reports that California all the way from San Francisco south, looks fine from a business and prosperity point of view.

Edward Wolf, the well-known San Francisco wholesaler, and until recently head of the Edward Wolf Company, will hereafter act as the factory representative of the H. Anton Bock & Company, New York line and of the Tampa line, of Arguelles, Lopez & Brother. Mr. Wolf has been connected with both lines for a long time.

Kurt Hosaeus, one of the owners of the La Prueba factory at Manila, which line was formerly carried in a wholesale way here by the Edward Wolf Company, has taken over the former premises of the latter company and opened in the wholesale business under the name of the La Prueba Cigar Factory. The new house will act as distributors of the La Prueba, which already has a large placement in this territory.

The strict enforcement of the California and San Francisco anti-lottery laws and ordinances in this city has taken away a source of considerable revenue from a number of the cigar dealers; and as the tip seems to have gone out that the new conditions are to be made permanent, the dealers are realizing that they must either do a "legitimate" business or close up shop.

Louis Erdt, the "Milo" cigarette man is again at his Sacramento Street headquarters after an absence in the Pacific Northwest. He found the Northern dealers still talking about the coming of Prohibition but more or less reconciled to and ready to do business under the new conditions.

George A. Pappas, of Santa Ana, Cal., has bought out the retail cigar business of T. Karas at that place.

The Nevada County Tobacco Growers' Association of Nevada City, Cal., reports that its 1915 crop of California grown tobacco is now being cured. It is estimated that the experimental yield will amount to about 3000 when fully cured.

Wellman, Peck & Company, wholesale grocers and tobacconists and distributors of the Lovera and Bandero lines of the Lovera Company, have secured the services of W. H. Tuggle, who will devote himself mainly to helping out at the Bandero end. Sales have been increasing so rapidly on this line that additional attention is required.

C. W. McCormick, representative for the "Webster" line in this territory, has returned from a week's trip to Los Angeles, in the interest of his line. H. L. Judell & Company, distributors of the "Webster" in this locality, report a splendid holiday demand.

D. M. Superstein, Pacific Coast representative of Heinemann Brothers, of Baltimore, is now closing up the year with a short trip into the interior.

New Cigar Company at Thief River Falls

The National Cigar Company of Thief River Falls, Minn., has been incorporated with a capital stock of $10,000.

The incorporators are Thomas H. Smith, president; Emaline Collins, vice-president, and Arthur J. Collins, secretary and treasurer.

The annual meetings will be held on the first Tuesday after the first Monday of each year. The company will engage in the manufacture and sale of cigars.

What is the Life of a Cigar

ACCORDING to a newspaper report, a few days ago, workmen completed the job of tearing down the old house in Caldwell, N. J., which formerly belonged to late President Cleveland's father, and known as Grover House.

Augustus Berger, who had the work in charge, states that when he pulled one of the old partitions down, he found behind it a cigar with a date marked on it to prove that it was over fifty years old.

The foreman gave the cigar to one of the laborers on the work, and he smoked it, and declared that it was a fine smoke, but a little strong.

This interesting bit of news brings up the question of just how long a cigar will live or to be more exact will last. Personally we doubt the verity of the article in every particular.

If perchance, the cigar behind the partition had fallen into an air-tight vacuum, if such could be the case, it might possibly have not crumbled to dust for several years, but for the time specified we do not believe that any vegetable substance could continue to exist in its original form, no matter how carefully it was preserved.

In discussing this question with a veteran manufacturer, he said that strange as it may seem this matter had never been presented to him, but he did not believe that it was possible for a cigar to exist for fifty years. He thought that it would be an interesting experiment to place some cigars in an air-tight glass case, then encase this package in a lead covering, wrap the whole in oil paper and waterproof cloth, and see just what effect the years would have upon them. This manufacturer expressed the belief that the tobacco bugs would soon destroy the goods under any conditions that might be created.

In further discussing this, the question arose of how the cigar was dated, and a possible answer made was to the effect that it might have been a "Gato" cigar, with the "1871" label on it, and that the workmen jumped to the conclusion that this was the date when the cigar was made.

Apropos of the question of cigar ages, the appended letter, clipped from the New York "Sun" throws another light on the subject.

> "To the Editor of 'The Sun'—Sir: In spite of it being an editorial utterance of 'The Sun's' every Englishman who reads the statement 'Cigars are not supposed to improve greatly with age' will simply regard the statement as absolute and final proof of America's provincialism.
>
> Ever see an Englishman buy a cigar by listening rather than smelling or seeing? That's what he does just the same.
>
> He puts it to his ear, squeezes it between forefinger and thumb, then, if it crackles sufficiently to warrant his belief in its age and dryness, such superficial things as aroma, color, shape, etc., he does not deem worthy of consideration.
>
> Visit an Englishman in his home or castle, and as a final treat he will offer you a cigar which he may confide to you was laid down in dry storage by his father or even his grandfather. To his cultivated taste the smoking of that cigar is an unalloyed pleasure; to you the only difference between smoking it and a bundle of old straw is that the latter is decidedly more pleasant.
>
> No, your Englishman will not accept your statement as true even though he does see it in 'The Sun'; personally I know it is; but what's that to an Englishman? Frank A. Egan."

Personally, our experiences in England, which include visits to a number of English homes, do not coincide with Mr. Egan's, but we are not prepared to deny his statements.

Concerning the life of cigars, etc., an interesting story appeared recently in the Greensboro (N. C.) "News" relative to the discovery of cigars and smoking tobacco manufactured in 1866-67.

The article says:

> "There was uncovered the other day, in the offices of Judge R. C. Strudwick, some 2000 cigars and a number of packages of 'Peace' smoking tobacco. These were products of Mendenhall, Jones & Company, manufactured in the old Mendenhall building, which stood directly north of the county courthouse, during the period just following the war between the States. The cigars were in a wooden factory box and were in excellent condition, considering that they are nearly fifty years old. The smoking tobacco was put up in blue paper packages, carrying on the front the seal of North Carolina and the name 'Peace.' On the side it was labelled 'North Carolina Smoking Tobacco,' with the name of the manufacturers.
>
> "Just how these relics of a half century ago came to be in Judge Strudwick's possession was a puzzle for a while after they were found, but the mystery was soon solved. It was recalled that when the old Mendenhall building was torn down several years ago, its owner, Judge W. P. Bynum, moved a large amount of old boxes and other things to his offices on Court Square. There was so much of this 'plunder,' in fact, that some of the boxes were put over on Judge Strudwick's side. The boxes were never opened and there was probably no one who knew what they contained. That the two were opened the other day was more the result of somebody's curiosity than a real desire to know their contents.
>
> "It took the combined efforts of a number of the city's 'oldest inhabitants,' however, to figure out the age of the cigars and smoking tobacco. That was finally established through the fact that the Mendenhall-Jones building in the sixties, and the further fact that 'Peace' tobacco was manufactured for but a few years immediately following the war.
>
> "These relics of an age past are not to be preserved for the eyes of posterity, as might be inferred. They are to be put to a very different use. They have already been turned over to Sheriff D. B. Stafford and will be sent out to the county convict camps for the delight of those who are building better roads for Guilford County. They may prove quite a delight, at that, for some of the hardy smokers of the city have experimented and pronounce the weeds almost as good as new. A few go so far as to say that the cigars have grown better with the years. How they make the comparison, however, is a point not made clear."

In an informal chat, recently, with the editor of "The Tobacco Leaf," he stated that he recalled on one occasion the receipt of some cigars from a Southern subscriber, which were claimed to be fifty years old, and that had been swapped for a mule during the Civil War.

We should be very glad to hear from some of our readers on this subject, detailing the oldest goods of which they have cognizance, and any other facts which might be of general interest.

The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, December 23, 1915

THE tremendous activity noted in our market during the previous month, has subsided somewhat, which however is only natural during the closing month of the calendar year, as many people prefer to close their books with as few stocks as possible on hand upon the 31st of December. After the turn of the year we ought to see a renewed inquiry for our leaf, as our stocks are no longer excessive, and as business in the United States promises to be of a wonderful magnitude in 1916, notwithstanding that an election for President is going to take place, which usually results in a lessened activity. The coming year, nevertheless, vouchsafes an unusual demand for all the products of the soil and manufactured articles. Unfortunately, however, the end of the European conflagration is not in sight as yet, which means that the United States is bound to reap the benefits of a neutral power, and Cuba being so closely allied, must receive a part of the benefits upon her products.

Remedios tobacco has been again the leaf most in demand for the North, as well as for export to Europe, and also by our cigarette manufacturers. Vuelta Abajo attracted more attention, as a few of our cigar manufacturers thought best to increase their holdings of the 1914 growth..

The 4000 bales of second capaduras mentioned in our previous correspondence as having been secured by Otto Eisenlohr & Brothers, are still hanging fire, as Ventura Blanco, their broker in this transaction, fell sick and had to return to Philadelphia, without having examined, weighed and received the tobacco. He has promised to return here early in January, so therefore it is only a question of a delay of a month or thereabouts.

Up to now the weather conditions for the growing crop are favorable, but as there are always so many uncertainties, as regards the future temperature, before the cutting takes place, and then again during the period of the drying of the leaves in the sheds, and finally how the tobacco may emerge from the pilon, we prefer not to commit ourselves one way or the other, in expressing any opinion, which might prove erroneous after all. There is only one certainty, that the crop even under the most favorable circumstances, must be per force one below the average in quantity.

Sales during the past fortnight totaled 17,922 bales, which divided represents: Vuelta Abajo, 3076; Partido, 505; and Remedios, 14,341 bales.

Buyers were: Americans, 8605; exporters to Europe, 4707; shippers to South America, 673; and our local manufacturers of cigars and cigarettes, 3937 bales.

Exports of leaf tobacco, from the port of Havana, during the two weeks, ending December 15, 1915, totaled 23,719 bales, which were distributed to the following countries, viz.: To all ports of the United States, 12,468; to Canada, 211; to the Netherlands, 8735; to Spain, 986; to England, 263; to Norway, 10; to the Canary Islands, 17; to Panama, 40; to the Argentine Republic, 844; to Uruguay, 4; and to Chile, 141 bales.

Receipts of Leaf Tobacco from the Country

	For the two weeks ending December 16, 1915.		Since January 1, 1915.	
Vuelta Abajo	1,905	bales	116,951	bales
Semi Vuelta	756	"	20,226	"
Partido	412	"	15,479	"
Remedios	9,133	"	207,316	"
Oriente	407	"	9,299	"
Total	12,613	"	Total 369,271	"

Buyers of Leaf Tobacco that Come and Go

Arrivals—From New York: Isaac Bernheim, of J. Bernheim & Son; Jose M. Diaz, President of the Preferred Havana Tobacco; and Edgar J. Stachelberg; also Bernhard Lichtenstein, of Lichtenstein Brothers.

From Philadelphia: John L. Kolb, President of the Theobald & Oppenheimer Company.

From Newark, N. J.: Julius Lichtenstein, of the I. Lewis Cigar Manufacturing Company.

From Tampa: Francisco Gonzalez, of Garcia & Vega; Jose Escalante, of Jose Escalante & Company.

From Key West: Harry Nichols and Antonio Artolozaga, of G. W. Nichols & Company.

Departures—To New York: Marco Fleischman, Eugenio Lopez, A. Bijur, Emilio Suarez, Morris Rosenberg, and Sidney Rothschild.

To Philadelphia: E. A. Calves, Ventura Blanco, John L. Kolb.

To Tampa: Manuel Corral, Francisco Arango, and Francisco Gonzalez.

To Key West: Harry Nichols and Antonio Artolozaga.

Cigars

Our large factories are still busy in executing orders to all parts of the world, as so far there has not been a perceptible slacking up in the calls for our cigars, although the same does not hold true of the medium and smaller factories, as as they seem to lack enough orders to keep them sufficiently employed. Of course, as the busy season has ended it is rather surprising that the big factories have not felt the receding wave of activity up to now. On the other hand it may be the reaction following the former policy of economy practiced so long, that there are no surplus stocks left in the hands of importers.

Romeo y Julieta are as busy as ever, as evidenced by its large shipments of ciargs by every steamer from our port.

Partagas is also phenomenally occupied in attending to the numerous calls from every corner of the globe.

H. Upmann is still in the vanguard of our big factories, shipping large quantities of cigars to the principal countries.

Por Larranaga is a beehive of activity, and has plenty of orders on hand for the United States, Great Britain and her colonies, as well as for the South American Republics.

Sol and La Devesa de Murias is holding its own, by never lacking orders although the owners would not object to larger favors in the future.

Very little might be said about the other factories, as instead of being progressive and advertising their brands, they still follow the mistaken policy of being afraid to spend a few dollars, which could easily duplicate their sales.

Leaf Tobacco

Hermann Upmann, senior partner of the great house of H. Upmann & Company, bankers, cigar manufacturers and commission merchants, returned this week from his sojourn in the United States, in the best of health, and with a renewed energy for more business than ever.

Marco Fleischman, of S. Rossin & Sons, of New York, has made some important and heavy purchases of our leaf, during his stay in our town.

Jose C. Puento & Company were sellers of 1780 bales of Remedios and Partido, during the last fortnight.

John L. Kolb, the president of the Theobald & Oppenheimer Company, of Philadelphia, made his usual large purchases to last for the year's supply of the factory, although as the tobacco had not been weighed yet, and we therefore could not get at the exact total quantity, it has not been added to the total of our sales reported during the past fortnight.

Muniz Hermanos closed transactions amounting to 950 bales of Vuelta Abajo and Remedios.

The Cuban Land and Leaf Tobacco Company registered another 2657 bales of leaf on account of their previous verbal compromises.

As soon as we had learned of the destructive fire of the E. H. Gato Cigar factory at Key West, on the 17th inst. we hastened to see the president and other officers of the company, who are here in Havana, and learned that they had at once taken the necessary steps to continue the interrupted work in the old factory of the Cortez cigar factory, on the 20th inst. As there are over 500 families dependent upon their daily sustenance in the burned factory, we congratulate the E. H. Gato Cigar Company upon their generous action, in thus preventing untold distress to their employees.

Camejo & La Paz sold 720 bales of Vuelta Abajo to their customers.

E. A. Calves & Company secured in all 1286 bales of leaf tobacco.

Jose F. Rocha was a seller of 626 bales of leaf tobacco, of all kinds, during the last two weeks.

Por Larranaga purchased 966 bales of Vuelta Abajo, of the 1914 crop, during the past two weeks.

Herrera, Calmet & Company disposed of 443 bales of Remedios to their customers.

Manuel Corral added another 400 bales of old Vuelta Abajo vegas to their stocks of leaf, thus making the total purchases over 1000 bales.

Shippers of leaf tobacco, during the last two weeks, from the port of Havana, over 200 bales, consisted of:

Leslie Pantin	4,253	bales
Maximilian Stern	2,127	"
Cuba Land and Leaf Tobacco Company	1,807	"
Virgilio Suarez	1,784	"
Mark A. Pollack	1,668	"
J. F. Berndes & Company	1,501	"
Jose Lezama	1,312	"
Carlos Arnoldson & Company	1,300	"
Sobrinos de A. Gonzalez	1,082	"
Walter Sutter & Company	1,069	"
Hermann Diehl	577	"
Rodriguez, Menendez & Company	549	"
Menendez & Company	490	"
J. Bernheim & Son	434	"
Hinsdale Smith & Company	424	"
Bridat & Company	405	"
Adolfo Moeller	354	"
Perez, Capin & Company	331	"
Manuel Suarez	217	"
Manuel A. Suarez & Company	215	"

Oretaniv.

Handsome Bands From the Compania Litografica

The Compania Litografica de la Habana, manufacturers of cigar bands, labels, etc., have issued an invitation to the trade going to Cuba to pay them a visit at their quarters, San Jose 23 Havana, where their handsome assortments of stock may be examined and the facilities for the highest grade of workmanship observed. Manufacturers of cigars going to Cuba for their tobacco will no doubt be very glad to inspect the samples of workmanship at the Compania Litografica's headquarters.

Those who do not anticipate going to Cuba will receive prompt attention if they address their orders or inquiries to Garrett H. Smith, 106 East Nineteenth Street, New York City. Mr. Smith is sole representative of the company for the United States and Canada.

Harry Levy to Represent Lincoln & Ulmer in South

Harry Levy has been secured by Lincoln & Ulmer to introduce their "Rodena" line in Southern territory. Mr. Levy starts on his first trip for Lincoln & Ulmer on January 3d. He is well known in Dixieland, having covered the territory for several years.

Business a Case of Survival of Fittest

Business is keen enough nowadays, and is year by year becoming increasingly so. I. T. Fisher, in "The Sample Case," has some wise words to say concerning it:

"Business is a fight. You can't even stay in the game if you don't fight, you can't succeed unless you conquer. It is a long drawn-out battle, hence partial victory perches first on one banner and then the other. From start to finish it is a case of 'the survival of the fittest.' Any time that you are caught with your hands down you are going to get hit, and it may prove to be the 'knock-out' blow. Never underestimate the other fellow. You may think that he is crazy; you may think that he is on a trip to Europe, but you don't want to let that or anything else fool you. Eternal vigilance is the price of success. The boy said that he loved to watch 'dad' play poker and he says that everybody in the game has to watch him, and if they don't, 'it's easy money for dad.' So it is with any competitor. There is only one safe way and that is, to keep your natural or mind's eye on him at all times. There should be no such thing as hatred in business; but one should feel genuine pleasure in conquest. To outwit a competitor should bring the same pleasant sensation to us that we experience when we 'outpoint' a rival in any other game. If we love the game we find pleasure in it, even when we are forced to accept temporary defeat. No general ever won every skirmish or every fight with the enemy. No one can win every time; we don't need to, and it is not right that we should; reverses are what make us strengthen the weak points, and we all have them."

Tampa

Manufacturers Rejoicing Over Tremendous Output—"Juan De Fuca" Enjoyed Splendid Year—Cuesta, Rey & Company Have Remarkable Record—Rotary Club Celebrates Five-Years Peace

Tampa, December 27th.

WE doubt if there is anything connected with the holiday season that affords men the pleasure that is derived from the smoking of the Christmas cigar. With reference to this, we do not desire to be interpreted as alluding to Christmas brands in that strain which the term ordinarily implies. It is our wish to direct attention to those cigars affording the smokers genuine pleasure and satisfaction, and with all due modesty, we feel that we shall be pardoned in stating that such are the brands manufactured in Tampa. It is indeed a matter of felicitation to us, that this opinion is concurred in to such a large extent by our fellow countrymen, inasmuch as we humbly assume that the closing of one of the biggest seasons ever known gives us sufficient foundation for the assertion. And now that the Great Day is past, our manufacturers are breathing a little bit easier, feeling that there will be, for a short period at least, cessation of that tension under which they have been laboring for the past two months or more. This embraces the majority of our manufacturers.

The season just closed has been a record-breaking one, and one of the hughest that has ever been witnessed and remembered by those of keen memory speaking with authority in the trade. Orders were continually arriving at the factories only to be filled as quickly as possible and then shipped to their destinations. So vast were the calls coming in that there were delays in various instances owing to the fact that the supply could not keep pace with the demand. While this condition of affairs would lead one naturally to infer that the stocks of raw material would have been entirely depleted, a goodly number of our manufacturers state that they are in position to fill orders over the New Year period.

Furthermore, instead of closing down for the annual holiday period extending from Christmas Day to New Year's Day, various of the factories this season will dispense with this custom owing to the number of orders calling for early New Year delivery. The matter of taking stock will be but a small element in the recording of the year's business, due to the fact, that as quickly as goods were manufactured, they were forwarded to their destination. All in all, the termination of the 1915 season proved the wisdom of the old saying that it is useless to worry over the future, inasmuch as it frequently happens that our fears are never realized, and if they do shape themselves into any semblances whatever, often they are very different phantoms from those things we had visualized. The melancholly and depressing beginning of 1915 was surely a harbinger of disaster, but the tide turned much to the good fortune and satisfaction of everyone, leaving our pessimists to wail and gnash their teeth as best they might.

Dwelling on prosperous times, the figures computed a week or more ago reveal that collections at the customs house amounted to $29,270.99, as against a total collection for the same week in 1914 of $11,968.61. Also collections for the month to the end of the same period aggregated $80,502.15, while collections for the entire month of December in 1914 totalled but $78,389.32. In the Internal Revenue Department for the same weekly period, there was shown an increase in collections over 1914 of $2,887.72. At the Clearing House, also, for the same week, 1915 reported a total clearing of $1,134,041.43 as against total clearings for the identical week in the previous year of $982,887.79. Combining the collections of all three departments, amounting to $1,182,913.92, the total increase over 1914 for the like period, aggregate the amount of $171,343.74.

Corrall, Wodiska y Ca. look forward to the future with optimistic vision. They state that 1915 was sumptuous in her bestowal of business on their company, and that it would take many adjectives to sound the depth of their satisfaction. Ed. Wodiska, of the company, accompanied by two nieces and a nephew, arrived shortly before Christmas for the purpose of spending the holiday season in Tampa. Mr. Wodiska makes his home in Cleveland, O.

Among the welcome visitors to Tampa recently was George E. Meigs, of Sanchez & Haya Company. Mr. Meigs, who has been representing the "S. & H." goods for a long time, makes his headquarters in Chicago. Representing the East and South respectively for the same company, Messrs. Moulsdale and Thornton are expected at the factory around the New Year.

The Morgan Cigar Company, manufacturers of the well-known "Juan de Fuca" cigar, express their gratification for the wonderful business done on the company's products during 1915.

It is needless to reiterate the increasing volume of business being done by the Truly Spanish House of Cuesta, Rey & Company. Their recent advertising to the trade has carried the message broadcast throughout the land. "Smashing the Records of Thirty-two Novembers" contains much food for thought and is a message on which many manufacturers may well ponder. Their "C. R." creed of only the best for the production of quality, assisted and aided by service and the right kind of publicity, justifies itself in a remarkable manner as is witnessed by the ever-increasing business of Cuesta, Rey & Company.

The weekly dinner of the Rotary Club last week gave itself over to the celebration of the Five-Years' Peace. This, it may be said, alludes to the ending of the fifth year of peace since the last serious strike between the cigar manufacturers and their workmen. This excellent condition of affairs gratefully attributed to the splendid work of a standing committee, composed of manufacturers, workers and disinterested persons, to whom are referred all difficulties for adjustment.

To celebrate the ending of an exceedingly fruitful year, Balbin Brothers sent out invitations to many of their friends for an inspection of the factory of the company. The inspection was under the direction of Ernest Berger, president, assisted by Mrs. Berger and Miss Henderson. Souvenir pins bearing a facsimile of the Tampa-Cuba trade mark were given to the guests who were also entertained by the serving of light refreshments.

Arango, Villazon y Ca. report excellent business on their "Pancho Arango" and "Rotary" brands.

Jorge Martin, of the San Martin & Leon Company, is back from Havana, and in all probability will remain at the factory until the first of the year.

Regensburgs' are among those factories who will not close down for the usual holiday period, owing to the vast demand they are having for their excellent "Admiration" cigar.

Perfecto.

Andrew Kammerer

Eighty-five years old, and at his home in Jamaica, L. I., Andrew Kammerer, a retired cigar manufacturer, died during the past fortnight. Mr. Kammerer was born in Germany and came to this country when twenty-one years old.

BENNO NEUBERGER'S ESTATE TOTALS MILLION

Bequests Made to Many Jewish Charities—Large Sum in Trust Fund for Widow—Many Remembered by Generous Tobacco Man

BENNO NEUBERGER, who was a member of the tobacco importing house of E. Rosenwald & Brother, 145 Water Street, left a net estate of $1,357,982 when he died on July 6, 1914, according to the appraisal of the estate filed in the office of the State Controller recently by Transfer Tax Appraiser Joseph W. Spencer.

Mr. Neuberger left more than $80,000 in bequests to public institutions; $150,000 in cash, all household furnishings, etc., and the income for life from a trust fund of $899,184 to the widow, Mrs. Stella Neuberger; the income for life from a fund of $175,000 to his daughter, Florence, and the income for life from $100,000 to his son, Harry. Lena Offenbacher, a sister, receives $54,075, which is one-sixth of the remainder interest after the life benefit of the fund for the widow. There are minor bequests to other relatives, friends, and a few employes.

The bequests to institutions include $10,000 in cash to the Hebrew Infant Asylum, which also is to receive one-sixth of the remainder interest in the trust for the life benefit of the widow; $1000 goes to the United Hebrew Charities, and $500 each to the following: The Hebrew Benevolent Orphan Asylum, the Hebrew Sheltering Guardian Society, Mt. Sinai Hospital, the Home for Aged and Infirm Hebrews, Montefiore Home, the Hebrew Technical School for Girls, the Hebrew Technical Institute, Lebanon Hospital, Beth Israel Hospital, the Neuburger Stiftung, the Young Men's Hebrew Association and the Jewish Protectory and Aid Society.

The assets as appraised are grouped as realty, $70,800; bank deposits, $9614; life insurance, $250,759; household and other personal effects, $10,298; stocks and bonds, $?24,813, and his interests in the tobacco house, $787,370.

Under the heading of stocks and bonds were listed 1800 shares of the preferred stock of T. J. Dunn & Company, appraised at $180,000, and 200 of the common and 100 shares of the preferred stock of the Banding Machine Company, which has no valuation. A statement is contained in the report that this concern, which made machines to band cigars, is practically out of business, and that there are only a few patent rights existing. The concern was incorporated in 1909 for $500,000, the preferred stock being issued at $125,000 and the common at $375,000 for payments on the patents. There are 500 shares of United Green Water Copper Company stock, listed as of no value; also three shares of the Automatic Car Fender Company have no valuation.

The personal effects included a Benz automobile, appraised at $2000; an Aubusson tapestry suite of five pieces, appraised at $950, and Aubusson tapestry fire screen, $100, and an oil painting, "The Masque Ball," by Garrido, appraised at $300. The house at 55 East Seventy-fourth Street is valued at $63,000. The legal cost of taking care of the estate is given at $25,000, approximately.

Spain's Revenue From Sales of Tobacco

"The Economia National," published in Madrid, states that Spain, during the first ten months of 1915, has collected as internal revenue tax on sales of tobacco the sum of 178,970,000 pesetas ($34,541,210), which is about 4,000,000 pesetas less than for the first ten months of 1914. During the month of October, 1915, the tax amounted to 18,396,316 pesetas, as against 18,046,734 pesetas in October, 1914—an

RAPID GROWTH FOR SCHNOOR CIGAR COMPANY

Year-Old Firm Now Has Four Retail Stands—Wholesale Business Shows Splendid Advance—Firm Now Employs Fifty Men

NEW wholesale firms make money the first year in business, all of them do not get on their feet by the end of the second year, but out in Wichita, Kansas, the Schnoor Cigar Company, which is just about one year old, has upset tradition and put on the books a healthy profit for the first twelve months' business.

E. V. Schnoor opened his business venture on November 1, 1914, at 113 East Douglas Avenue, Wichita, Kansas, under the name of the Schnoor Cigar Company. Since that time the firm has opened four retail stores and now instead of twenty men employs fifty.

Since the start the company has established a branch house and two retail stores at Oklahoma City, with two commercial salesmen traveling out of the branch. Seven traveling salesmen are now on the road for the Wichita house. They cover territory throughout the States of Kansas, Oklahoma, Texas, New Mexico and Colorado.

In addition to the wholesale house, the company has four retail stores in Wichita. A wholesale stock of $50,000 worth of cigars is carried in a big cedar-lined humidor, equipped with an electric "humidifier" which keeps the humidity regulated at all times. In the retail store adjoining the humidor a stock of pipes valued at $500, cigars, smokers' supplies, candies, toilet and traveling sets are carried.

That the wholesale house, expanding as it is with the likelihood of a much greater increase in the pay roll is an institution of much business benefit to Wichita, is asserted by Mr. Schnoor.

Mr. Schnoor started on December 26th to make his annual trip through the east to visit the leading cigar factories of the country. He goes to investigate the new ideas in the trade, to examine the tobacco of which his cigars are to be made for the next year and to discuss with manufacturers methods of placing the cigars on the market. He will visit the factories, where are made the "La Saramita," the "Pickwick Club," the "Centropolis," the "Perfecto Garcia," "La Venga," "Traveler," "Trade Mark," "John Ruskin" and others, all of which he has jobbing contracts for in his territory. Mrs. Schnoor, who has left for a visit with relatives in town, will join him at St. Louis to accompany him on the trip to Cincinnati, New York, Philadelphia, Detroit and Chicago.

The company now issues a monthly publication to the trade and the traveling salesmen. The title is "Schnoor's Smokes."

Mr. Schnoor started in business in Wichita but eight years ago, with one retail store and he is now at the head of the firm owning the wholesale house and six retail stores.

Lorillard Tobacco Company to Remain in Jersey City

Announcement has recently been made to the effect that the P. Lorillard Tobacco Company will remain in Jersey City. They have purchased the American Snuff Company building on First Street and when alterations are complete in the new building it is understood that the company's working force will be increased to 10,000 hands. This evidently means that all the Lorillard factories will remain in Jersey City and that the company will not locate in Lancaster, Pa., as was indicated by an earlier announcement.

Leaf Tobacco Notes

WISCONSIN

Janesville, Wis.

Several of the smaller tobacco warehouses have opened for sorting tobacco, but the deliveries have been few and will not start until a good thaw. The tobacco is said to be suffering in the sheds, and prices, it is expected, will be lower than last season for portions of crops that escaped the wind and hail losses during the growing season.

Within eighteen days 5000 cases of tobacco, approximately 1,500,000 pounds, valued at something over $125,000, will have been shipped out of Janesville for Baltimore to be transshipped to Amsterdam. It will require ninety cars to transport it.

CONNECTICUT

E. Hartford, Conn.

The tobacco situation in this section has changed considerably for the better during the past few days. The rain of Friday, together with the fog, produced an excellent tobacco damp, and gave an opportunity to the growers to take down the remainder of their crop. The mild weather during the night struck into the peaks of the sheds where most of the tobacco was hanging and it is said that the crop is in the best of condition to handle.

A number of prominent buyers have been in the town during the last ten days, but as yet few sales of the 1915 crop have been reported, although during the past two weeks there have been several sales of the 1914 crop. Many of the tobacco growers were dissatisfied with the prices offered for the crop last year and held it over with the result that it has been sold this year at an encouraging increase in price. Last year, with a poor crop on their hands, they made enough to more than pay them to hold over. This year, with a good crop, it now looks as if they would have a chance to more than break even.

PENNSYLVANIA

Lancaster, Pa.

Tobacco buyers are still active and by the end of the week practically all will be purchased that growers are willing to sell at the prevailing prices. A small percentage of growers will hold for materially higher prices. A few will not sell until their tobacco is stripped.

In the past there was much litigation between dealer and grower when tobacco was sold on the poles. There will no doubt be considerable this season when the crop is delivered. The grower signs a contract which practically makes the buyer the judge as to whether the tobacco is up to the requirement. The procedure in the past was to "dock" the grower. He either stood for the "docking" or took his tobacco home.

There were a few days of ideal shipping weather the past week, but more of that kind are needed to get the entire crop into condition for delivery.

The packers desire an early delivery of the crop and farmers will take their crops to the warehouses beginning next week.

The first real good spell of weather for taking down tobacco was the latter part of last week and every farmer was busy at it and has enough in the cellar to keep shipping for some time. It seems that all the buyers are anxious for an early delivery and farmers will do all they can to make it so.

NORTH CAROLINA

Winston-Salem, N. C.

After only a fairly successful fall's business the Winston leaf market closed town for the Christmas holidays, having sold 14,750,203 pounds of the 1915 crop. This is generally estimated to represent at least fifty-five per cent. of the total crop.

As compared with the fall's business one year ago the record of the market this year is not at all as prosperous looking. In the first place there was a commoner crop, and there has been a big loss in weight, and it is hardly probable that, even with all the dark common tobaccos, the yield to the acre this past year will average as high as 500 pounds to the acre. This means that the gross revenue from the acre will be about $47 for the grower. From this must be deducted the cost of marketing, as well as the cost of production. It can readily be figured out at these figures that the growers, taken as a whole, are not going to make anything on this year's crop, unless there is a big advance in prices later on.

Had the growers been able to get their tobacco in order during the past month, the market would have been near the twenty million pound mark by now, but the weather has been so dry up to this week that only growers who had basements were able to bring their tobacco into handling condition.

The prevailing prices this fall have again demonstrated the fact that tobaccos of the smoking type are in greater demand than that used for plug. Smoking tobacco grades have sold at prices that were very gratifying to the growers. Of course good wrappers also sell at profitable figures, but there are so few of them. The primings this year brought good prices there is no denying this.

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

The Real Independent Factory in Havana

Cifuentes, Fernandez y Ca.

Calle De La Industria, 172-174

HABANA, CUBA

General Agent for United States and Canada

ROBERT E. LANE

115 BROADWAY, NEW YORK

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.

REGISTRATIONS.

PYREX:—31,249. For cigars, cigarettes, cheroots and tobacco. December 13, 1915. Wadsworth-Campbell Box Co., Detroit, Mich.

OSCAR THE SECOND:—31,250. For cigars. December 13, 1915. H. Z. Kulp & Co., Lederach, Pa.

CALARAB:—31,251. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 15, 1915. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

WAG TAIL:—31,252. For cigars, cigarettes, cheroots and stogies. December 15, 1915. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

MR. GREX:—31,253. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 15, 1915. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

MOGEL EMPEROR:—31,254. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 15, 1915. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

NEWPORT HAVANAS:—31,255. For cigarettes, cheroots, stogies, chewing and smoking tobacco. December 15, 1915. Bowen & Miller, Philadelphia, Pa.

PHILADELPHIA RECORD:—31,256. For cigars, cigarettes, chewing and smoking tobacco. December 16, 1915. W. W. Stewart & Sons, Reading, Pa.

RED COMB:—31,257. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 17, 1915. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

ZEPA:—31,258. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 17, 1915. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

HAREM DAINTIES:—31,259. For cigars, cigarettes and tobacco. December 17, 1915. Morris Goldstein, New York, N. Y.

MELSOR:—31,260. For cigars, cigarettes and tobacco. December 17, 1915. Gans Brothers, New York, N. Y.

PHILADELPHIA LEADER:—31,261. For cigars, cigarettes, chewing and smoking tobacco. December 21, 1915. W. W. Stewart & Sons, Reading, Pa.

HODAG:—31,262. For cigars. December 21, 1915. Steve J. Gwidt, Rhinelander, Wisc.

BELTAINE:—31,263. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 21, 1915. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

ALEXANDRE CABANEL:—31,264. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 21, 1915 Pasbach-Voice Litho. Co., Inc., New York, N. Y.

JAMES E. DE KAY:—31,265. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 21, 1915. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

TIPS:—31,266. For cigars. December 22, 1915. John P. Snader, Akron, Pa.

BLUE TRAIL:—31,267. For cigars, cigarettes and tobacco. December 23, 1915. F. M. Howell & Co., Elmira, N. Y.

BOURBON PRINCESS:—31,268. For cigars, cigarettes and tobacco. December 23, 1915. E. Popper & Co., Inc., New York, N. Y.

FRANCIS DANA:—31,269. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 27, 1915. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

DELLA CASA:—31,270. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 27, 1915. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

JUAN CORRENO:—31,271. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 27, 1915. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

JOSE CONCHA:—31,272. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 27, 1915. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

CLAUDIO COELLO:—31,273. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 27, 1915. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

VISCOUNT ALVERSTONE:—31,274. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 27, 1915. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

DE BIVAR:—31,275. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 27, 1915. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

THE DUTCH PROFESSOR:—31,276. For cigars, cigarettes and tobacco. December 28, 1915. F. M. Howell & Co., Elmira, N. Y.

HOYADA DE GRANDE:—31,277. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 28, 1915. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

CANCELLATIONS.

TULSA CHAMBER OF COMMERCE:—31,208. For cigars. Registered November 4, 1915, by Bradford Cigar Co., Tulsa, Okla. Cancelled December 17, 1915.

EL TABARD:—31,245. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered December 6, 1915, by Pasbach-Voice Litho. Co., Inc., New York, N. Y. Cancelled December 21, 1915.

OSCAR THE SECOND:—31,250. For cigars. Registered December 13, 1915, by H. Z. Kulp & Co., Lederach, Pa. Cancelled December 27, 1915.

TRANSFERS.

TOPSTONE:—29,948. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Transferred December 14, 1915, to Alphonse Waegemans, Bridgeport, Conn., by E. Waegemans & Son, Bridgeport, Conn.

NEWPORT HAVANAS:—29,277. For cigars. Transferred December 15, 1915, to Bowen & Miller, Philadelphia, Pa., by Fred'k W. Hoch, owner of the American Cigar Stores Co., Philadelphia, Pa.

Meet me at the Tuller

For Value, Service, Home Comfort

***New* HOTEL TULLER**

Detroit, Michigan

Center of business on Grand Circus Park. Take Woodward car, get off at Adams Avenue

ABSOLUTELY FIREPROOF

200	**Rooms,**	**Private**	**Bath,**	**$1.50**	**Single,**	**$2.50**	**Up Double**
200	"	"	"	**2.00**	"	**3.00**	" "
100	"	"	"	**2.50**	"	**4.00**	" "
100	"	"	"	**3.00 to 5.00**	"	**4.50**	" "

Total 600 Outside Rooms

ALL ABSOLUTELY QUIET

Two Floors—Agents' Sample Rooms

New Unique Cafes and Cabaret Exellente

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

LANCASTER STOGIE COMPANY,
MANUFACTURERS OF HIGH GRADE STOGIES,
120 Water St., Lancaster, Pa.

For Sale.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

JOBBERS WANTED—To push the sale of the famous "Silver Ax" five-cent cigar. Pansy Cigar Company, Lederach, Pa.

Situations Wanted.

POSITION WANTED—By a first-class manufacturer, as general superintendent. Thoroughly understands all branches of manufacturing, including hand-, suction-made and little cigars. First-class judge on tobacco and blendings. Box 97, "Tobacco World."

Help Wanted.

WANTED—Experienced cigar salesman for Philadelphia and vicinity. D. S. Erb & Co., Boyertown, Pa.

Dominican Tobacco Crop for 1915

As had been anticipated, the tobacco crop for 1915 was small, amounting to 60,000 to 70,000 seroons (6,900,000 to 8,050,000 pounds), having a net weight of about 115 pounds each, against a yield of 150,000 to 200,000 seroons (17,250,000 to 23,000,000 pounds) in normal years. The farmers received from $2 to $2.50 per seroon, but the price during the last few months has steadily risen, and recent purchases by foreign buyers have been as high as $4 to $4.50. Lack of transportation facilities has increased the difficulty of marketing the tobacco crop. Much of the 1914 crop and the greater part of this year's still remain in the country. Before the outbreak of the European war the crop was shipped direct to German ports. This market being closed, considerable amounts have been sent to the Netherlands, and a number of shipments have been made to New York in transit to other European countries.

While it is too early to make any accurate forecast concerning next year's yield it is known that planting has been heavy. Should favorable weather conditions continue during the next few months, the 1915 crop should be a large one, perhaps as much as 200,000 seroons (23,000,000 pounds).—"Commerce Reports."
increase of 349,582 pesetas.

Moebs & Company Pay Final Dividend

The Security Trust Company, of Detroit, acting as receiver in equity for Gustav A. Moebe & Company, sent out checks recently for a 17 per cent. dividend to the creditors of the company. This is the final payment and brings the aggregate up to 71¼, approximately $85,000, paid by the receiver. The firm was well known in cigar manufacturing circles and conducted a factory at 646-656 Hastings Street, Detroit, Mich.

The receiver for Moebs & Company was appointed by the United States court in connection with a suit in equity brought by a prominent eastern tobacco jobber who was the largest creditor. The plant, which included the factory buildings, with cigars, tobacco, machinery, etc., was sold by the receiver to M. R. Hoffman, of Marietta, Pa., who was one of the large creditors.

The final account of the receiver has been allowed by the court and its discharge entered.

Gafla Sumatra Company, New Corporation

The Gafla Sumatra Company, whose advertisement will be found upon another page, is a new corporation which has recently begun operations at Quincy, Fla. This firm absolutely packs its own goods and guarantees the same in every respect. They are conducting their sales on a cash basis and are selling direct to the trade at the very closest prices.

The trade will no doubt be interested in a circular which the Gafla Sumatra Company expects to send out shortly, after the 15th of this month. It will deal with cash prices on all grades of Florida and Georgia, and it is said that the prices will take the trade by surprise.

May Get New Factory If Help Can Be Procured Procured

Announcement has recently been made by the Industrial Bureau of the Chamber of Commerce of McKeesport, McKeesport, Pa., that an option has been signed and all details completed for the addition of a large stogie manufacturing concern if a sufficient number of girls and women can be procured to meet the requirements of the manufacturers.

This new concern, which will engage in the manufacture of stogies on a large scale, will require at its opening shortly after the first of the year about 300 girls inexperienced in the stogie trade, and as much experienced help as can be secured. As these girls learn to work there will be continued openings for more girls and women and it is expected that within a very few years the factory will employ close to 1000 girls and women.

The company has a national reputation for the completeness and perfect sanitation of all its factories. The wages paid are accounted good. The announcement states that:

Learners or inexperienced hands receive $3 a week with the opportunity of within six months making $6 to $8 a week and within nine to twelve months getting $8 to $10 a week. At the end of a year employes can earn up to $15 a week. Earnings are secured in accordance with the skill, speed and industry of the employe. Experienced hands can earn at once from $6 to $15 a week.

You can't make a man out of a boy by puttin' him on stilts. An' no process will ever make tobacco mature. You got to let Nature do it her own way.

Velvet Joe

HOW do you suppose the "bite" gets into a tobacco leaf? *Nature,* of course.

How do you suppose the bite can be taken out? *Nature,* of course.

Nature's way—slow, careful ageing—is the way. That's why VELVET ages for not less than two years. Huge wooden casks protect the leaf. *Out* comes the natural harshness, commonly called "bite." *In* stays the natural flavor and aroma.

And VELVET *starts right* by being the pick of the Burley crop—considered unequaled tobacco for the pipe.

What are *you* smoking?

Liggett & Myers Tobacco Co.

10c Tins
5c Metal-lined Bags
One Pound Glass Humidors

One of the VELVET advertisements in national magazines that is making smokers buy VELVET in preference to any other brand.

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

J. K. LEAMAN
Packer of and Dealer in **Leaf Tobacco**
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-in-Hand, Lancaster Co., Pa.

John F. Nissly & Co
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

Established 1890 Correspondence Solicited
KEYSTONE VARIETY WORKS
HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sawed CIGAR BOXES, Go to Established 1880
Keystone Cigar Box Co., Sellersville, Pa.
Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
MONROE D. SELLERS, SELLERSVILLE, PA.

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

JOSE F. ROCHA Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
S. en C.

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.

IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.

Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.

Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania

151 North 3d St., Philadelphia

For Quick Results
try The World's "Want Page"

A. Cohn & Company

Importers of Havana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra

142 Water Street, . . . New York

Established 1870 Factory No. 79

S. R. KOCHER

Manufacturer of Fine Havana and Domestic Cigars and Packer of Leaf Tobacco

Leading brands—"Volitta," "Quaker," "Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"

Correspondence with wholesale and jobbing trade invited

Factory and Offices: WRIGHTSVILLE, PA.

MANUEL MUNIZ HILARIO MUNIZ
VENANCIO DIAZ, Special Partner

MUNIZ HERMANOS
S en C

Growers and Dealers of
VUELTA ABAJO, PARTIDO
AND REMEDIOS TOBACCO

Reina 20, Havana

CABLE: "Angel" Havana P. O. Box 96

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

SCHELTEMA & QUANJER
Importers of Sumatra and Java Tobacco
180 WATER ST., NEW YORK, N. Y.

JULIUS MARQUSEE, 141 Water Street, New York
Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3966 JOHN

Results THE TEST OF A GOOD TRADE PAPER
THE TOBACCO WORLD GETS RESULTS

CARDENAS y CIA Cable Address, "Nasdecar"

Almacen de Tabaco en Rama

SPECIALTY—VUELTA ABAJO AND ARTEMISA

124 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER

Leaf Tobacco Merchant

HAVANA, CUBA—Consulado 115

NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W

WM. WICKE RIBBON COMPANY

Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain

WOODHAVEN AVENUE, GLENDALE, NEW YORK

GEO. SCHLEGEL
22nd St. and Second Ave.,
NEW YORK

MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
TRIMMINGS.

CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

SOBRINOS de A. GONZÁLEZ
Founded 1868

LEAF TOBACCO MERCHANTS

Packers of VUELTA ABAJO, SEMI VUELTA,
PARTIDO, and all varieties of Tobacco grown
————in the Santa Clara Province————

Cable Address "ANTERO"

WAREHOUSES and OFFICES
INDUSTRIA, 152, 154, 156, 158, HAVANA, CUBA

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 196 WATER STREET, NEW YORK

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office: SAN MIGUEL 136 Puerto Rico Warehouse: CAYEY New York Office: 178 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.

Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Michaelsen & Prasse
Commission Merchants
Leaf Tobacco & Cigars
18 Obrapia Street, Havana, Cuba
Address: Cable "UNICUM" P. O. Box 25

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877. NEW FACTORY 1904
H. W. HEFFENER & SON
Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA.

HEYWOOD, STRASSER & VOIGT LITHO. CO.
26TH STREET & 9TH AVENUE, NEW YORK
MANUFACTURERS OF
CIGAR BOX LABELS
BANDS AND TRIMMINGS
WESTERN OFFICE 127 W. WASHINGTON ST. CHICAGO ILL.
PHILADELPHIA OFFICE. 420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN. AROMATIZER. BOX FLAVORS. PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS
90 Wall St., New York

Established 1894
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37th ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY CIGAR BANDS SHOW CARDS FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY
These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. :-: No bogus Advertising admitted.

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HEYWOOD, STRASSER & VOIGT LITHO. CO.
26TH STREET & 9TH AVENUE, NEW YORK
MANUFACTURERS OF
CIGAR BOX LABELS
BANDS AND TRIMMINGS
WESTERN OFFICE 167 W. WASHINGTON ST. CHICAGO, ILL. PHILADELPHIA OFFICE: 420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BOTUN, AROMATHER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1894
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
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THE MOEHLE LITHOGRAPHIC CO.
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INTENTIONAL 2ND EXPOSURE

HEYWOOD, STRASSER & VOIGT LITHO. CO.
26TH STREET & 9TH AVENUE, NEW YORK
MANUFACTURERS OF
CIGAR BOX LABELS
BANDS AND TRIMMINGS
WESTERN OFFICE, 167 W. WASHINGTON ST. CHICAGO ILL.
PHILADELPHIA OFFICE, 420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
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WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

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AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
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Racine Paper Goods Company
Sole Owners and Manufacturers
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Havana Warehouse Monte 167
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Formerly of
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Packers and Importers of VUELTA ABAJO TOBACCOS
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THE MOEHLE LITHOGRAPHIC CO.
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CIGAR BANDS
SHOW CARDS
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LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY
These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. :-: No bogus Advertising admitted.

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INTENTIONAL 2ND EXPOSURE

CHANCELLOR

The Acknowledged Leader Among Mild Sumatra Wrapped Havana Cigars

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.
RICHMOND, VA.

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN
HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street - New York

Board of Trade Bldg., Montreal, Canada

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THE TOBACCO WORLD

JANUARY 15th
1916

Leading Features

Co-operative Competition Suggested as Cure for Trade Troubles

Supreme Court Decision Upholds Validity of Sherley Amendment

Liberty Cigar Stores Company New Corporation Formed to Operate in Pennsylvania

Would Pay Tribute to Our Prosperity by Making February 29th "Prosperity Day"

Leaf Tobacco Production of Brazil Equal Quantity Grown on Island of Cuba

United Cigar Manufacturers in New Offices

Retail Rinkles

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881

Vol. XXXVI No. 2

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C LOZANO — J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

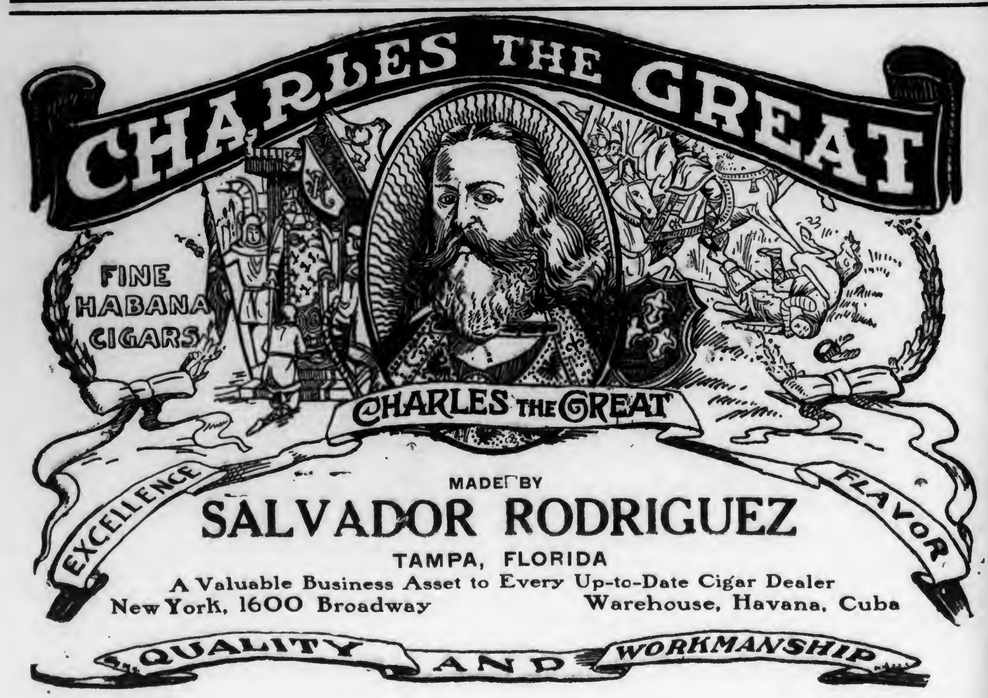
TRADE MARK
Reg. U. S. Patent Office

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue



SOL HABANA

Behrens & Co.

Havana, Cuba
Consulado 91-93

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

TWO NEW SIZES

SINTOMA

10c CIGAR

Blunt and Club, in the popular 10-top $\frac{1}{20}$-packing. Same real Portuondo quality at the right price. . . . . .

Juan F. Portuondo

Cigar Mfg. Co., Philadelphia

Cans of Satisfaction — HEEKIN'S

The best retainers for all sorts of "smokes."

Heekin Cans protect the contents from dust and keep the original aroma and freshness. They are more reasonable and satisfactory than boxes for packing cigars.

Heekin Cans come in all sizes and shapes and we can make you immediate deliveries.

Send for a sample.

THE HEEKIN CAN CO.
Culvert, Sixth and New Sts. Cincinnati, O.

If you are a Wise Jobber

GET EXCLUSIVE CONTROL

of one of our stogie brands because we sell only one jobber in a territory. Our goods are selling on their merits and are bringing duplicate business.
Try OUR Stogie Brands.

"Columbus 1492" Retail 3 for 5c.
"Columbus Dutch Tops" Retail 2 for 5c.

Write for territory to

COMMERCIAL CIGAR COMPANY, Newark, Ohio

For Gentlemen of Good Taste

SAN FELICE

San Felice CIGARS

The Deisel-Wemmer Company
LIMA, O.

Best Quality **Best Known**

EDEN

The Cigar Without a Peer

Calixto Lopez y Cia
Habana

New York Office— 257 Fourth Ave.

SANCHEZ Y HAYA

Factory No 1 — Tampa. Fla.

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco, under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each.

Package and goods show quality and class in every detail.

"La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

SANCHEZ Y HAYA, Tampa, Florida

Greetings for 1916

From the Jobber, Retailer and Consumer, comes Praise that the LA SARAMITA continues the BEST in all that is Havana, covered with Broadleaf, of the Milder Quality

Manufacturing and Selling just one brand

LA SARAMITA

for nearly a quarter of a century is the REAL EVIDENCE that the CIGARS ARE RIGHT

THE SHIELDS-WERTHEIM CO.

THE SIZE THAT SELLS AT 10 CENTS EACH

ADMIRAL

CLEVELAND OHIO

EL GENIO

Clear Havana Cigars

Made in Tampa, Fla.

P. Verplanck & Co.
263 Fourth Ave. New York

FLOR DE
MELBA
THE HIGH NOTE OF QUALITY

THE cigar that is giving dealers big business everywhere. In quality of tobacco and workmanship FLOR DE MELBAS are equal to the finest imported cigars.

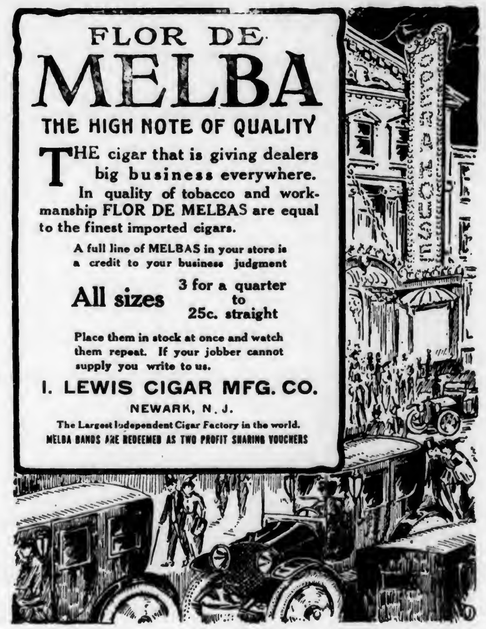
A full line of MELBAS in your store is a credit to your business judgment

All sizes 3 for a quarter to 25c. straight

Place them in stock at once and watch them repeat. If your jobber cannot supply you write to us.

I. LEWIS CIGAR MFG. CO.
NEWARK, N. J.

The Largest Independent Cigar Factory in the world.
MELBA BANDS ARE REDEEMED AS TWO PROFIT SHARING VOUCHERS



Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.

General Offices, PITTSBURGH, PA.

THE KEY WEST CIGAR FACTORY — WEST

THE

Key West Cigar Factory

Factory No. 413, KEY WEST, FLA.

Office and Salesroom:
43 to 47 W. 33d St., New York

"LA MEGA" *MADE IN BOND*

HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP

V. Guerra, Diaz & Co., Tampa, Fla.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

Compañía Litográfica De La Habana

Officina Principal, San José No. 23, Habana, Cuba

Manufacturers of

FINEST QUALITY IMPORTED

Cigar Box Labels, Bands and Trimmings

Show Cards and Advertising Materials

GARRETT H. SMITH, 106 E. 19th St., New York

Sole Agent United States and Canada

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE	FACTORY	WAREHOUSE
222 PEARL STREET	TAMPA	LEALTAD 129
NEW YORK	FLORIDA	HAVANA

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N. Y. City.

Whip Ready Rolled Tobacco

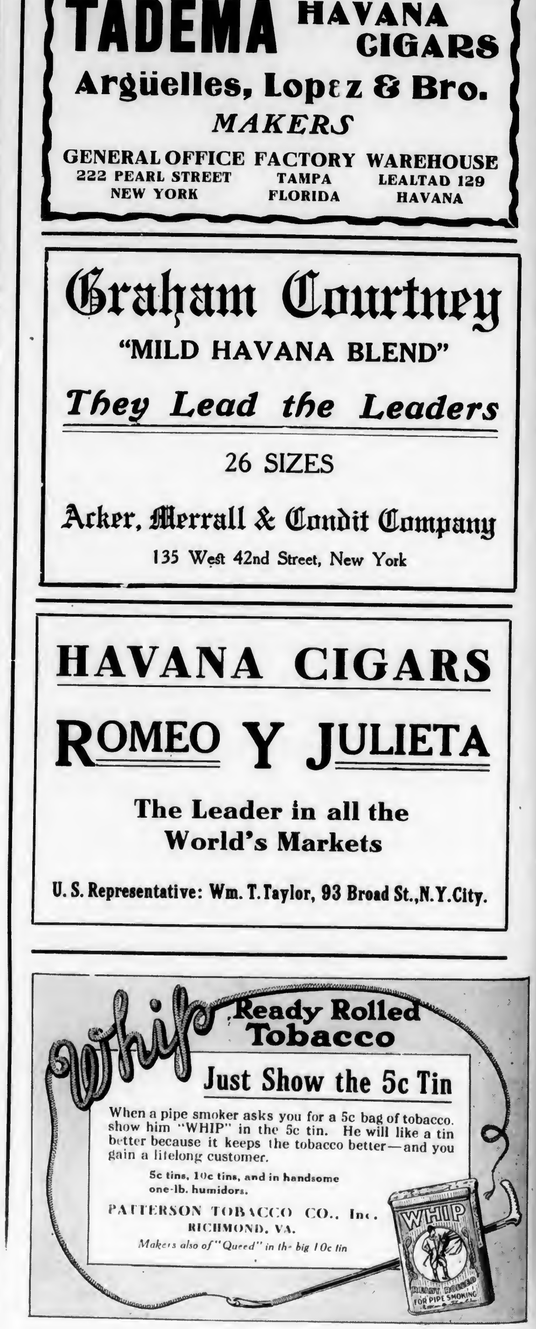
Just Show the 5c Tin

When a pipe smoker asks you for a 5c bag of tobacco, show him "WHIP" in the 5c tin. He will like a tin better because it keeps the tobacco better—and you gain a lifelong customer.

5c tins, 10c tins, and in handsome one-lb. humidors.

PATTERSON TOBACCO CO., Inc.
RICHMOND, VA.

Makers also of "Queed" in the big 10c tin



Velvet Joe's Invitation to *You.*

Old logs are burnin' on the hearth,
Old friends are gathered 'round,
Old pipes a-glow—forget the snow
That's coverin' the ground.
Each puff of VELVET brings a breath
Of sunny skies an' fields;
That's summer sunshine in the warmth
That fragrant VELVET yields.
The latch string's always hangin' out
For good friends, old an' new.
Come on inside, my hearth is wide,
I've saved a place for you.

Velvet Joe.

JOE and his good tobacco, VELVET, never have *new* friends very long. Mere acquaintance with the friendliness that is in VELVET, ripens rapidly into firm, *old* friendship.

For in VELVET are qualities that appeal to smokers of every taste.

We all want a cool smoke. VELVET is cool. Most of us want a mild tobacco. VELVET is the mildest of pipe tobaccos, being the choicest Kentucky Burley leaf. But VELVET'S mildness is not of the "milk and water" kind. VELVET is noted for its full-bodied qualities.

And every smoker can appreciate VELVET'S age-mellowed smoothness, the result of two years' maturing — Nature's own way.

Velvet TOBACCO

Liggett & Myers Tobacco Co.

10c Tins
5c Metal-lined Bags
One Pound Glass Humidors

Reproduction of one of the VELVET SMOKING TOBACCO Advertisements appearing in the Magazines.

LIPSCHUTZ'S **44** CIGARS

"44" Cigar Co. Philadelphia

COPENHAGEN

Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

WEYMAN-BRUTON COMPANY

50 Union Square North New York, N. Y.

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla.

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

The Real Independent Factory in Havana

Cifuentes, Fernandez y Ca.

Calle De La Industria, 172-174
HABANA, CUBA

General Agent for United States and Canada

ROBERT E. LANE

115 BROADWAY, NEW YORK

BAYUK BROTHERS

FIVE CENT CIGAR

PHILADELPHIA

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

E. H. GATO CIGAR COMPANY

FOR FORTY YEARS THE STANDARD — By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

DIAMOND JOE TRADE MARK CIGAR FACTORY ESTABLISHED 1850

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE

H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

Larrañaga Nacionales

Seleccion de Banquetes

This is the acme of refinement in the packing of cigars.

Each cigar is packed in an individual box, and therefore, every guest opens his own box, the cigar reaching his hands exactly as it was packed at the factory.

For dinners, banquets, society events, clubs, hotels and individuals; if orders are placed early enough, may have each little box inscribed with the name of the host, monogram or the dedication of the event thereon, which would add a touch of refinement to the function.

Packed in beautiful cedar boxes containing one hundred cigars.

Por Larrañaga

FÁBRICA DE TABACOS

New York Office
J. V. FLANIGAN
156 Fifth Ave.

Havana, Cuba
Carlos III, No. 225

THE history of cigarettes is one of the real big American industrial romances, rivaling in daring and magnitude the romance of the reaper, the romance of steel, of cotton, of the automobile.

It is the story of an industry that has grown from a total product of 1,750,000 to 16,427,086,000 in forty-five years. And the history of Sweet Caporal is the supreme chapter in that romance. It is not only the original of all brands of cigarettes now on the market, but for two generations it has been the leader of all in volume of sales.

SWEET CAPORAL
CIGARETTES

In the famous box of 10 for 5c
Also in foil wrapped pkg., 20 for 10c

More than any other manufactured product it has spread the fame of "Made in U.S.A." to the far corners of the earth.

Purity is what made and maintained the popularity of Sweet Caporal.

It is one of the purest of all products —just the sweetest and the mellowest Virginia, North Carolina and Turkish tobacco plus an absolutely pure rice paper wrapper, making what "The London Lancet," the world's leading medical journal, declared after careful analysis to be "the purest form in which tobacco can be consumed."

THE AMERICAN TOBACCO COMPANY

Why Is It Necessary To Advertise the Imported Sumatra?

The REASON:

American Sumatra Tobacco

Grown by

AMERICAN SUMATRA TOBACCO CO.,
142 Water Street, New York

NATIONAL SERVICE

1897 - 1916

¶Make up your mind to use Hamilton Coupons and give your business a chance to grow. New trade needs no introduction to a store which gives the Standard American Discount.

START THE NEW YEAR RIGHT!

The Hamilton Corporation
Geo. B. Caldwell, President
2 West 45th St. Address Dept. CC New York City

"The Park & Tilford Standard"

MI FAVORITA
CLEAR HAVANA CIGARS
The flower of perfect tobacco manufactured in bond has maintained "Mi Favorita" Clear Havana Cigars at the forefront of all brands.

MI FAVORITA CIGAR CO., Inc.
Key West, Fla. 529 West 42nd Street, New York

Flor de Jeitles
CLEAR HAVANA CIGAR
5¢
JEITLES & BLUMENTHAL, Ltd.
PHILADELPHIA.

THE FINEST OF
Georgia and Florida Tobaccos
Will be found in our new packing which
We Now Offer Direct to the Trade
at the lowest cash prices
TO APPRECIATE THE QUALITY
We suggest that you see samples which we will be glad to submit on any grade.
WE SOLICIT CORRESPONDENCE
GAFLA SUMATRA COMPANY
Office and Packing House QUINCY, FLA.

M. MELACHRINO & CO., Inc.
EGYPTIAN CIGARETTES
You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes
M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe
GRAND DEPOTS OF M. Melachrino & Co., Inc. {London, 8 Regent St., S. W. {Capetown, South Africa Calcutta, 10 Government Place Alexandria, Rue Cherif Pacha CAIRO, Head Office and Factory Hamburg, 18-20 Grosse Backerstrasse
AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION
214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVI. PHILADELPHIA AND NEW YORK, JANUARY 15, 1916. No. 2.

SUPREME COURT DECISION UPHOLDS VALIDITY OF SHERLEY AMENDMENT

Gives Opportunity to Reach Fake Cures—Chance to Go After Fake Tobacco Cures in the Right Way—"Big Stick" Is Backed Up by Decision of Highest United States Tribunal

Washington, January 11th.

THE United States Supreme Court handed down a decision on Monday, which should be of vital interest to the tobacco industry. The unanimous opinion of the bench upholds the validity of the Sherley Amendment to the Food and Drugs Act, passed in August, 1912, and thus opens the way for a successful prosecution of the many charlatans and dealers in bogus remedies of all sorts and descriptions.

In the spring of 1912, Justice William R. Day, handed down a decision in the case of the Government v. Dr. Johnson Cancer Cure Company in which the Court construed that the Food and Drugs Act could only be applied in cases of prosecutions to misstatements as to the ingredients in a "cure" or medicine, and not as to its claims for curative properties.

Following this decision, Congress immediately enacted the bill known as the Sherley Amendment. This bill provided that a shipment shall be held to be misbranded, and to come within the meaning of the act:

"If its package or label shall bear or contain any statement, design or device regarding the curative or therapeutic effect of such articles, or any ingredients or substances contained therein which is false and fraudulent."

The first action under the new law was brought by the Government in January, 1913, against the Eckman Manufacturing Company, of Chicago, who put up a nostrum known as "Eckman's Alterative" and who claimed that this was a cure for tuberculosis, and effective against pneumonia. This concern made a shipment from Chicago to Omaha, Neb., and thus put themselves within the pale of prosecution.

The attorneys for the Eckman Company argued that the Sherley Amendment was unconstitutional in that it was an invasion of the police powers of the several states, and not within the powers conferred upon the Federal Government under the provision of the Constitution, Article 1, Section 8.

Justice Charles E. Hughes, who wrote the decision in which all of his colleagues concurred, said that the Supreme Court held that the regulatory power of Congress in this matter was precisely the same as that which the Court formerly upheld in the lottery cases, and the Mann White Slave Act.

Justice Hughes added: "We find no ground for saying that Congress may not condemn the interstate transportation of swindling preparations designed to cheat credulous sufferers and make such preparations, accompanied by false and fraudulent statements, illicit with respect to interstate commerce as well as, for example, lottery tickets.

"Congress recognized that there must be a wide field in which assertions as to curative effect are in no sense honest expression of opinion, but constitute absolute falsehoods and in the nature of the case can be deemed to have been made with fraudulent purposes. The amendment of

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WOULD CO-OPERATIVE COMPETITION MAKE STEVENS BILL UNNECESSARY

New Yorker Says Plan Will Eliminate Trade Evils—Believes That Stevens Bill Would Be Disastrous for Tobacco Trade—Laws Have Not Challenged New Method

THE trade evils for which the Stevens Bill is looked upon as a panacea, can be eliminated by the simpler method of co-operative competition according to George H. Benjamin, an industrial engineer of 66 Broadway, New York City.

Mr. Benjamin says that in his opinion the passage of the Stevens Bill would prove disastrous to the tobacco trade and that it would result in endless litigation. He believes that co-operative competition would prove a remedy for most of the evils referred to by President Charles Fox of the National Cigar Leaf Tobacco Association in his letter to the chairman of the House Committee, of Interstate and Foreign Commerce, to which the Stevens Bill has been referred.

The suggestions embodied in the following letters of Mr. Benjamin offer many possibilities for the Tobacco Merchants' Association to use its good offices. It is a thoroughly representative body of every branch of the tobacco trade and if co-operative competition will eliminate trade evils and bring men in the trade closer together it would be a commendable effort to give it a most thorough trial.

Herewith are presented Mr. Benjamin's letters on the subject:

January 10, 1916.

Editor of "The Tobacco World."

Sir: Enclosed I send you copy of a letter written by me which appeared in the "Journal of Commerce and Commercial Bulletin" this morning. The subject matter of this letter, I think, would be of interest to your readers, especially in view of the proposed Stevens' bill. In my opinion, the enactment of the Stevens' bill will prove disastrous to the tobacco trade, as it would result in unending litigation; whereas competitive combination would prove a remedy for most of the troubles referred to by Mr. Fox in his letter published in your issue of January 1st.

I would direct your attention at this time to the fact that since the original publication of the subject matter of my letter in the "Evening Post," the Association of Automobile Manufacturers have agreed on competitive combination, and have arranged for exchange of licenses on all patents owned by the association, fixing of credits, price per horsepower, exchange of information, and the like. I have no doubt in my own mind that the association is entirely legal, and will prove of great advantage to the automobile industry.

Yours very truly,
Geo. H. Benjamin.

Mr. Benjamin's letter to the editor of the "Journal of Commerce" follows:

"Editor of 'The Journal of Commerce.'

"Sir—Many manufacturers, as well as distributors of all classes of goods are gradually awakening to the fact

(Continued on Page 16)

PHILADELPHIANS INCORPORATE LIBERTY CIGAR STORE COMPANY

Independent Chain Has Authorized Capital of $600,000—Also Embraces Membership Association to Be Known as Retail Tobacco Dealers' Association of America

AN independent corporation for the purpose of conducting a wholesale tobacco business, to be known as the Liberty Cigar Stores Company of Philadelphia, was recently incorporated in the State of Delaware with an authorized capital of $600,000. In connection with the above corporation is the Retail Tobacco Dealers' Association of America, a non-stock membership association, which has for its purpose the bringing together of the retail cigar and tobacco dealers of the entire country into a national association.

The permanent president of the Liberty Cigar Stores Company has not been elected, as this office will be held by the general manager and the latter has not yet been chosen. It is understood that the directors are seeking a man who is thoroughly acquainted with the cigar and tobacco jobbing business in addition to having executive ability. A very liberal salary accompanies the position. J. M. Frere, who represents the new corporations, states that a man who can fill the position will have unlimited opportunities.

Dealers owning stock in the Liberty Cigar Stores Company of Philadelphia will have membership in the Retail Tobacco Dealers' Association. While each store will be strictly independent of the others, they will be conducted under the same general name and will display signs about as follows:

Liberty Cigar Store No. 1, John Smith, proprietor, and so on. The stores will as far as possible have the same general appearance and will be conducted on one system which will have for its object the drawing of public attention to the Liberty Cigar Stores.

This corporation is the outgrowth of a meeting of the retail dealers of Eastern Pennsylvania, Southern New Jersey, Delaware, Eastern shore of Maryland, and Eastern Virginia, held at the Philadelphia Chamber of Commerce on the evening of January 5th. It was attended by some three hundred merchants and was addressed by J. M. Frere, of Wilmington, Del.; Philip Barry, of the Philadelphia Chamber of Commerce; Albert Kaiser, president of the Retail Grocers' Association of Philadelphia and the Girard Grocery Company of Philadelphia, and William Smedley, State Manager of the Retail Grocers' Association of Pennsylvania. Mr. Smedley called attention to what had been done in the grocery, drug and other trades and the benefits that had been derived by the merchants from co-operative buying though an association.

Mr. Frere outlined the plan of movement which embraces two organization, the Liberty Cigar Stores Company of Philadelphia and the Retail Tobacco Dealers' Association of America. The latter is to be a non-stock membership corporation, the former a stock company.

The purpose of the Retail Tobacco Dealers' Association of America will be to bring together the retail cigar and tobacco dealers of the entire country into a national organization for mutual protection and betterment. Also to provide a vehicle for them to act as a unit on all matters of interest or such as may affect the retail tobacco trade, whether political or economic. The association will be divided into districts. The first district will include the State of Pennsylvania east of the Susquehanna River, embracing such cities as Lancaster, Columbia, Harrisburg, Pottsville, Shamokin, Wilkes-Barre, Hazleton, Scranton, Allentown, Pittston, Reading, Easton, Bethlehem, Norristown, Doylestown, West Chester, Chester, Southern New Jersey, Delaware and the Eastern shore of Maryland and Virginia, with headquarters in Philadelphia. The second district will include Western Pennsylvania, Western Maryland, Eastern West Virginia and Eastern Ohio, with headquarters in Pittsburgh.

The incorporators of the Liberty Cigar Stores Company of Philadelphia are: Jules Hennicke, James Hey, Jacob Fischer, David Leon, Joseph Lewis, Jacob Levitt, all of Philadelphia, and J. M. Frere, of Wilmington. The Retail Tobacco Dealers' Association of America meets the first Tuesday in each month at 8 P. M. in the Philadelphia Chamber of Commerce.

Mr. Frere when interviewed was very enthusiastic and stated that he was greatly encouraged by the success which had attended his efforts thus far. He said he was confident that the association would have at least 5000 members by July next. A corps of organizers are now busy, and from the latest reports there is more than usual interest being shown by cigar and tobacco dealers in the undertaking.

Protest of St. Elmo Cigar Company Overruled

THE Board of United States Appraisers, in New York, in an opinion written by Mr. McClelland, overruled recently the protest of the St. Elmo Cigar Company, of Los Angeles, Cal., against the assessment of duties on unstemmed leaf tobacco made by the Collector of Customs at the Port of Los Angeles.

The importers contested the collector's action in assessing wrapper duty of $1.85 per pound, less 25 per cent. on the entire contents of sixteen bales as wrapper tobacco and the same rate of duty on percentages of wrapper leaves contained in thirteen bales. As the result of the trial under that protest the collector's action was affirmed by the board. Subsequent to the classification by the collector of the twenty-nine bales, that officer reclassified forty bales of the importation, but none of these reclassified bales were involved in the above mentioned protest. The contents of fifteen of the bales thus reclassified were held to be full wrapper bales and twenty-five of them as being percentage bales.

General Appraiser McClelland, in his decision said:

"The record in this case, in so far as it is made up of the testimony offered in support of the importers' contentions, is not one to invite confidence.

"That leaf tobacco having all the requisites required by the statute to fit it for use as wrappers for cigars is imported into the United States from the island of Cuba in large quantities there can be no doubt, and I am convinced that the fifteen bales reclassified by the collector as containing more than 15 per cent. of wrapper were properly reclassified and are subject to the duty assessed.

"I am also satisfied that by a preponderance of the testimony bales numbered 14041, 14105, 14107 and 14112 contain more than 15 per cent. of wrapper leaves, and that the entire contents of such bales are, therefore, subject to the full wrapper duty. As to the remainder of the bales covered by the protest, numbered 14043, 14047, 14051, 14109 and 14111, each contains 15 per cent. of wrapper leaves and that the full wrapper duty should, therefore, be assessed on 15 per cent. of the contents of each of said last mentioned bales, and the filler duty assessed on 85 per cent. of the contents thereof. The protest is, therefore, overruled."

The Home of Heekin's

THERE is no such word as 'can't'—at least in our business," said A. E. Heekin, secretary and treasurer of The Heekin Can Company, Cincinnati, in a recent interview. "During 1915 there were skeptics among us, a few men who thought the country was going to the demmition bow-wows, but we scotched the demon of dread and soon warmed up the pedal extremities of those who were suffering from 'cold feet'. The result was the biggest year our company ever had."

It is this same feeling of confidence under any and all conditions; of determination to meet the situation bravely and resolutely no matter how discouraging it appears, that has made The Heekin Can Company one of the leaders of the world in its field—producing plain and lithographed cans and pails.

The home of The Heekin Can Company is at Sixth, New and Culvert Streets, Cincinnati, and its plant is said to be the largest of the kind in the United States, under one roof. The building is fireproof and strictly modern, with streaming daylight and plenty of sunshine pouring in through the many windows. An enormous force of skilled and thoroughly efficient operatives is employed and the Heekin products are sold throughout the United States and in many foreign countries.

There is a wealth of automatic machinery, which, together with the most modern systems, tends to reduce cost. A complete art and engraving plant is maintained, equipped to produce or reproduce. The company makes its own dies and tools and also grinds most of its own colors.

The equipment for the butchers' supply business is patented, lard pails being actually lithographed, instead of stencilled, as is usually done. Small orders for any line of work can be handled in two or three days and the best service is rendered at all times.

Facilities for shipping are unexcelled, the plant being located on a main spur, making it possible to load six cars inside and seven outside the building at the same time.

The company was organized as a corporation on August 4, 1901, the officers being James J. Heekin, president; Charles Lewis, vice-president, and A. E. Heekin, secretary and treasurer. Henry L. Gates is sales manager and Col. C. F. Hake, Jr., general manager.

Kaufman, Worms & Co. to Introduce "Flakeless" Cigar

Kaufman, Worms & Company, the cigar manufacturers of Winfield, New York City, will introduce in the near future a novel cigar which will be sold under the brand name of "The Flakeless Cigar." It will retail for 10 cents.

The feature of this cigar is that it will burn a perfectly white ash, but will be absolutely flakeless, and will hold its ash until the smoker has finished the cigar. The manufacturers state that the cigar will be manufactured of superior quality tobaccos and that its workmanship will be first class in every respect.

It is further stated that the cigar will positively eliminate the nicotine taste, but that this will not affect the quality. At the same time the effects from the cigar will be absolutely harmless.

The flakeless feature of the cigar will be welcomed by those who are constantly annoyed by flying or falling ashes, and the housewife will no doubt insist that hereafter if the men must smoke that they smoke a cigar embodying the flakeless feature.

FEBRUARY 29TH SUGGESTED AS DATE TO PAY TRIBUTE TO OUR PROSPERITY

Extra Day in Leap Year Gives Idea for "Prosperity Day"—Day to Boost Prosperity Say Originators—Think, Talk and Feel Prosperity on February 29th

THE extra day in 1916 is to be put to more than ordinary use if the suggestion of the Gerlach-Barklow Company, of Joliet, Ill., and Toronto, Canada, is carried out. They have come forward with the idea that this extra day should be called "Prosperity Day," and that every effort should be made on that occasion to increase the prosperity of business in general, as well as that of the individual.

Some ideas along this line are set forth in the folder which they have mailed out, and it is reprinted herewith in part:

"The great mint of Time has coined for us an extra day in 1916. On this day—Tuesday, February 29th—the United States will become millions of dollars richer on account of the extra twenty-four hours of time.

"You will receive on this day an extra day's revenue, as will millions of others in the United States. In view of these facts it seems appropriate that Tuesday, February 29th, should be known as 'Prosperity Day' throughout the United States, and that on this day every effort should be made to focus the attention of the public upon the unparalleled condition of prosperity that now exists throughout the land.

"Let the wage earner open or increase his bank account by putting his wages for this extra day into the bank.

"Let the stores have their Prosperity Day Sales.

"Let the newspapers and orators celebrate the occasion by explaining to the public how and why the United States is the most favored nation in the world.

"Let the associations of commerce and the farmers' organizations hold upon this day Get-Together Prosperity Meetings.

"For twenty-four hours—throughout this whole Extra Day of time—let every man, woman and child in this country forget the trying times through which the world has passed, and Talk, Think and Feel Prosperity!

"Let us remember on this day that the prosperity of the nation is regulated by the prosperity of the individuals that compose it—that America is America because its citizens as a whole have prospered.

"In short, on this day, let all of us lay aside our hammers, forget our personal worries and Boost with every ounce of energy in us for the continuation of this great new era of Prosperity.

"You can not only secure personal benefit, but can also do a great good to your community by agitating the celebration of this day. See the newspaper editor of your city or town, talk it over with the leading business men, write to your Congressman, see your Mayor and minister. If you advertise, incorporate the idea in your advertisements.

"Get back of the movement with us and help us to make Tuesday, February 29th, a day of national rejoicing. Just as a suggestion, begin now to pass this 'Prosperity Day' idea around. The idea is not copyrighted. We have no personal axe to grind. It is given with our compliments to you and to the nation as a whole. Use it.

"Respectfully submitted with the Compliments and Best Wishes of The Gerlach-Barklow Company."

IRREGULAR PAGINATION

WOULD CO-OPERATIVE COMPETITION MAKE STEVENS BILL UNNECESSARY

(Continued from Page 11)

that co-operative competition is a good thing. By co-operative competition is meant co-operation among those producing or distributing the same general class of goods and co-operation consists in exchanging credit information, price fixing, exchange of patent rights and licenses, and in general, doing every act and thing by reason of which every one in the same line of business shall be on an equal footing, excepting in so far as that very necessary commodity, business intelligence, is concerned.

"Time was, when men in the same line of business thought it necessary to do everything possible to discredit their competitors, failing to observe that the effect of miscellaneous abuse, however directed, is invariably retroactive.

"The public, within the last twenty-five years, by means of advertising, dissemination of trade literature and educational articles published in news and trade papers, has become educated, and shows an inclination to shop, with the object of not only obtaining the best article for the purpose intended, but at the lowest price. Its shopping expeditions have taught it that whereas there is not a very large variety of articles to be obtained having a definite use, the price asked for the same article by different distributors is widely different, and this has taught it to distrust dealers generally. The manufacturer or dealer has discovered this fact, and many attempts have been made by illegal combinations to fix prices.

"There is no necessity for such illegal combinations or agreements. Co-operative competition will accomplish the same results, and will be entirely legal. Every manufacturer and dealer has suffered from the unintelligent competition of those newly entering into a manufacturing or distributing business which they did not understand; of those who were willing to sell a special line at less than cost, with the object of disposing of other lines of goods at an excessive profit. Experience has demonstrated that such type of unintelligent competition is always destructive to the concern practicing it.

"Germany, within the last twenty years, has made great strides in its commercial progress, and this advance has been largely due to co-operative competition between manufacturers and distributors. German manufacturers and distributors have united themselves into so-called cartels or guilds, which differ radically from trusts as organized in this country, in that each manufacturer is independent of the others; therefore able to apply his individul intelligence, skill and efficiency, but united to all of the others, so far as relates to the amount of goods which he may manufacture, price he may ask and the information and credits which he may use to his advantage.

"The German system has proved entirely successful. Manufacturers have grown rich, and the public has been able to obtain goods at a comparative price, and trade demoralization by unfair competition, price cutting and other demoralizing practices, have been gradually cut down, until at the present time they have ceased to exist.

"The Federal and State laws of the United States look with favor upon co-operative competition. No decision has been rendered by the Supreme Court of the United States under the Sherman or Clayton acts, which is opposed to co-operative competition, nor has the Supreme Court of any of the States, under the general statutes of the States, taken an antagonistic position; but, on the other hand, have again and again expressed their approval of co-operative competition and their disapproval of unfair competition. Trade organizations have almost universally taken the position that co-operative competition is desirable and for the best interests of the country. The one great difficulty which manufacturers and dealers of this country have experienced in carrying into effect the principle of co-operative competition has been lack of co-operation among bankers, which has prevented manufacturers from readily obtaining the credits necessary for their business. This question has received careful consideration in Germany, and very substantial aid has been rendered manufacturers through the organization of credit banks, which cordially co-operate with the cartels or guild in order to develop the business of the country.

"The European war has presented an opportunity to American manufacturers and dealers to enormously increase their trade, and the bankers now show a disposition to co-operate. Further, the general government is doing everything in its power to aid manufacturers and dealers by furnishing required information to develop American trade. It is to be hoped that American manufacturers and dealers will appreciate the situation and endeavor to learn the lesson, the learning of which has been so profitable to German industry.

"Respectfully,
"Geo. Hillard Benjamin,
"New York, Jan. 7, 1916."

Lebus Make Big Tobacco Sale

Clarence Lebus, president of the Burley Tobacco Company, Lexington, Ky., has closed a deal with T. H. Kirk, of Cincinnati, by which more than 250,000 pounds of tobacco is transferred at a reported average of nine cents. The consignment of 250 hogsheads represents all of Lebus's holdings of old tobacco.

Cigar Factory at Celina (Ill.) Sold

The Celina Cigar Factory, formerly owned by I. E. Wagner, at Celina, Ill., has recently been sold to W. S. Lisle, of Rockford, Ill. Mr. Lisle will remove to Celina. The factory is already in operation under the new management and twelve hands are employed at present.

Miami Valley Tobacco Men Reorganize

Dayton, O.

Miami Valley tobacco dealers at a recent meeting at the Algonquin hotel, effected a change in the name of the association and adopted a new constitution and by-laws, which it is believed will have a better effect on the business of the grower and buyer.

An effort to secure a better class of seed for growers was also launched, this matter to be taken up at once with officials of the State agricultural experiment station at Germantown.

The name of the association will hereafter be the Ohio Tobacco Association, it formerly being known as the Ohio Leaf Tobacco Association. The meeting was attended by about thirty dealers from the tobacco districts in the state.

Dealers also determined to make no purchases of tobacco until March of this year, believing that a better opportunity for curing would be given the growers. It is stated that much money is lost through premature buying during January and February.

Officers elected several weeks ago will continue to hold office. The president is W. J. Lukaswitz, Dayton; L. A. Wheeler, of Troy, is vice-president, and M. E. Stern, of Dayton, secretary and treasurer.

Tampa

A. L. Cuesta Re-elected President of Clear Havana Manufacturers' Association—Liborio Cigar Company Increases Capitalization—B. J. Mayes Enters Cigar Brokerage Business

Tampa, January 10, 1916.

AT the recent meeting of the Tampa Clear Havana Cigar Manufacturers' Association, the election of officers resulted as follows: A. L. Cuesta, was re-elected president; James Pendas was elected vice-president; John Levy was elected treasurer, and Peter Taylor, secretary. The Board of Directors consists of those officers already mentioned, and the following gentlemen also: Jose Escalante, Ernest Berger, Benjamin Cosio and Lautano Torres.

One of the features of the Gasparill Carnival and South Florida Fair this year will be a day devoted to the Negroes. This should mean extra sales among the retailers for their brands.

The factory formerly occupied by Franciscao Bolano y Ca. is now being utilized by M. Abrams & Company.

The well wishes of the trade are extended to B. J. Mayes, who recently opened offices in the Bonded Warehouse Building for the purpose of doing a general cigar brokerage business. Mr. Mayes is well known in the trade, and is thoroughly familiar with the cigar business. Previous to embarking on his own venture, he was identified with Cuesta, Rey & Company, his connection with that house covering a period of nine years.

The correspondence department of the Cuesta-Rey Company is at the present time under the direction of A. L. Cuesta, Jr.

Despite the seeming prosperity throughout the land, there are doubtless many concerns wondering how they are going to pull through. This, however, is not the case with the factory of Val. M. Antuono, where the decidedly popular "C. H. S." cigar comes into existence. Mr. Antuono states that he is employing a very large number of cigar-makers at the present time, this being necessary to take care of the demands coming from the outside world for his cigar. He also states that it appears that it will be necessary to retain this force for sometime to come, thanks to the prosperity which prefers "C. H. S." cigars.

Listed among the recent events of importance was the reorganization of the Liborio Cigar Company. Originally organized in the early portion of 1914 with a capital stock of $30,000, it has steadily grown and extended its activities, until today its capital stock is rated at $100,000, the increase having been accomplished at the reorganization above referred to. Dr. J. R. Avellanal, the leading spirit of the company has associated with him in its direction, Salvador Ybor, Antonio Cuesta, J. C. Talas, and Manuel Fuente. The selling end of the business is in the care of Charles Castillo. The Liborio Company manufactures an excellent grade of clear Havana cigars, its brands being known as follows: "Liborio," "Cuba's Uncle Sam," "El Paratas," "Puro de Tampa," "El Motin," "Cuban People," and "Dime For a Nickel."

Perfecto.

Tobacco Sales in North Carolina

The North Carolina Department of Agriculture reports tobacco sales for the four months ending November, 1915, as 148,516,907 pounds. Sales for the corresponding months in 1914 were 140,562,468 pounds.

Cleveland

Biggest Christmas Cigar Trade in City's History—Louis B. Shields Celebrates Birthday With Big Banquet

January 11, 1916.

CLEVELAND'S largest Christmas was the unanimous verdict of all local cigar dealers. In fact, it ran away ahead of their expectations. Most of their business was on staple brands in original packages. A number of downtown dealers did a large business in humidors, pipes and smokers' articles. Take it all in all it can be rightfully called Cleveland's largest Christmas.

The Fred G. Golmar Cigar Company has just closed one of the most successful years of its existence. All the branch stores have shown a wonderful increase over last year. Mr. Golmar has made it a point to surround himself with a corps of able assistants, which has helped him build up the wonderful business he is now enjoying.

Tom Crow, formerly with Frenkel Brothers, Youngstown, O., has accepted a position with the Fred G. Golmar Cigar Company.

Fred Witte, 1840 Euclid Avenue, one of the new comers in business, informed the writer that his holiday trade ran far beyond his expectations, and that he cleaned up on all his holiday packages.

W. J. Hallaner, local representative for "Melachrino" cigarettes, has shown a nice increase on the sale of this popular brand all through his territory.

H. M. Stace, of 5720 Euclid Avenue, held a double coupon day on "Mutual" coupons, which proved one of the biggest drawing cards he ever had. In fact, it was the largest cash day he has ever had. He is very enthusiastic about "Mutual" coupons.

H. Kaplan, Engineers Building, has a very attractive window display of "La Saramita" this week.

Garry Salmon, of the Deisel-Wemmer Company, starts out this week after enjoying about a month's vacation.

George Bassett, of the Empire Cigar Store, says business was never better.

Walter Bidlingmeyer, Electric Building Cigar Store, informed the writer that last year was the biggest year he has had, and is very optimistic over the outlook for the coming year.

Louis B. Shields, the "grand old man" of the cigar game, who is vice-president of the Shields-Wertheim Company, celebrated his sixty-eighth birthday January 12th, by banqueting the entire office and sales force of the Shields-Wertheim Company. That there was plenty of good things to eat and drink goes without saying. All present voted Louis B. Shields a grand host, and invited him to celebrate his next birthday in a like manner.

Bert Smith, of the Shields-Wertheim Company, leaves this week for Mt. Clemens, Mich., where he will take the baths for a few days. After which he will start his 1916 campaign. If confidence counts for anything, Bert says 1916 will be the banner year for the "grip carriers."

Mr. J. C. Leverance, the Western representative of the Shields-Wertheim Company, will leave in a week or ten days for his territory. He is all enthusiastic over the conditions for the coming year. He says never in his experience in the cigar business, which covers a good many years, was there a time when things looked so bright for big business.

"Dick."

Deaths in the Trade

Death of George L. Lyon

GEORGE L. LYON, nephew of James B. and Benjamin N. Duke and a grandson of the late Washington Duke, died in Albuquerque, N. M., on January 11th, of tuberculosis, aged thirty-four years.

Mr. Lyon from an early age has been devoted to the sport of trap shooting and achieved the title of world's champion against both amateur and professional contenders. He was a member of the New York Athletic Club and some seventy other organizations devoted to trap shooting. He was also a thirty-third degree Mason. Among his intimates Mr. Lyon was affectionately known as "Chief Bull Durham."

The deceased is survived by three children, having lost his wife several years ago. He left a comfortable fortune, included in which is important holdings of American Tobacco Company stock, which he received from his grandfather.

George Cameron Dies

George Cameron, aged seventy-six, Confederate veteran and tobacco manufacturer, reputed to be one of the wealthiest men in Virginia, died at Petersburg, Va., recently. He and two brothers entered the tobacco manufacturing business at Petersburg many years ago and owned factories at Richmond and at Melbourne and Adelaide, Australia. Some years ago they disposed of their Virginia plants, but retained those in Australia, said to manufacture virtually all the tobacco consumed in that country.

Mr. Cameron, a native of Scotland, never became a naturalized citizan. He was a prisoner of war for some months at Elmira, N. Y., declining to give a pledge not to serve against the United States if released. He was liberated finally on representations of Lord Lyons, British Ambassador.

John Thomas Houck

John Thomas Houck, one of the pioneer cigar manufacturers of Baltimore, Md., died recently at his home, 1016 North Eutaw Street, that city. He had been ill about a week. Death was due to pneumonia which resulted from a heavy cold which he contracted.

Born in Baltimore, in 1844, Mr. Houck, after completing his education, became associated with his father in the cigar manufacturing business, at 939 Linden Avenue. Upon the death of his father, some time ago, Mr. Houck became the head of the firm. Mr. Houck was a well-known and active member of the Masonic Order. He was a member of the Warren Lodge, No. 51, of the St. John's Chapter of Masonic Veterans and of the Baltimore Commandery of Knights Templar. He was also an active member of the Boumi Temple of the Mystic Shrine.

Mr. Houck is survived by two sons, Dr. Howard M. Houck and John J. Houck, both of Baltimore.

SUPREME COURT DECISION UPHOLDS VALIDITY OF SHERLEY AMENDMENT

(Continued from page 11)

1912 applies to this field and we have no doubt of its validity."

In the last issue of "The Tobacco World", I observe that the Tobacco Merchants' Association, through its secretary and counsel, Charles Dushkind, is going after the bunch of fake "tobacco cure" quacks throughout the country, whose advertisements are now found in many publications who do not care what they print in the advertising line. This decision should materially strengthen the association in its laudable work, and I feel sure that convictions can be speedily obtained.

The Sherley Amendment is an available bludgeon, and it is backed up today by a decision in which there is no equivocation.

E. F. Haines.

British-American Tobacco Co. Pay 7½% More for 1915

Despite the very unfavorable reports on the British tobacco industry, advices from England are to the effect that on January 13th, acting upon the suggestion of the board of directors, at the annual meeting of the stockholders of the company, it was decided that an additional dividend of 7½ per cent., this in addition to 15 per cent. already paid during 1915, be declared upon the stock of the company payable on January 18th. This brings the total amount of dividends declared upon the common stock of the company up to 22½ per cent. as against 24½ per cent. of the fiscal year previous, but the showing is considered as a great triumph for the management when all conditions are considered.

The report of the British-American Tobacco Company, Limited, for the year ended September 30, 1915, showed that net profits for the year, after deducting all charges and expenses for management, were £1,850,059 ($9,250,295). Dividends paid during the year on common stock amounted to £938,148 ($4,690,740).

The net earnings of the company for the past fiscal year were £326,963 ($1,634,815) less than for the previous year, although profits for the previous year included £211,262 ($1,056,310) profit on the sale of stock. A. M. Rickards, secretary of the company, said the directors did not believe losses due to the war would amount to more than half of the reserve fund of £1,500,000 ($7,500,000), which was set aside at the beginning of the war.

Cigar Production in Reading District Shows Big Increase

The receipts from the sale of revenue stamps for cigars manufactured in Reading and that section of Berks County shows an increase for the year 1915 over the previous year of $105,464.92. The total receipts from cigars for 1915 was $390,315.92. This is equivalent to a production of 130,105,306 cigars. It is the largest output for cigars for a single year in the history of the division. Among the big selling brands manufactured in Reading are Yocum Brothers, "Y-B," Fleck Cigar Company, "Rose-O-Cuba," D. F. Fleck, "Courtello."

TOO LATE TO CLASSIFY

Wanted.

TREASURER WANTED—A "live wire," with tact and preferably sales experience in cigar and tobacco business. Jobbing experience essential. Must understand credits and bookkeeping. If qualifications are all right, preference will be given Philadelphian. A big opportunity for the right man. Give all details and references in first letter. State salary expected. Address Box 103, care of "The Tobacco World."

Big Shipments Coming for Sidney J. Freeman

Sidney J. Freeman, the representative of the La Flor de Intal cigar factory, Manila, P. I., with offices at 123 Liberty Street, New York, reports that shipments are coming forward to him on the "Dia Maru," "Tenyou Maria," and "Persia Maru," totalling almost one million cigars. These goods are expected to reach New York between the 25th and the 30th of the month, and will consist of "Magallanes," "Puntacimas" and "La Flor de Intals."

Due to the fact that the steamers plying the Pacific in the Manila trade are owned by the Japanese, teas, silks, etc., have preference over cigars, despite the fact that the above shipments should have reached this country in December.

Mr. Freeman advises that this lack of steamers has caused a considerable advance in freight rates, and that another advance is expected soon. Mr. Freeman says that he has advised his jobbers who have a steady demand for these goods to place their orders far enough ahead to care for such delays as occur from time to time. Here is a man who believes in preparedness.

S. J. Freeman starts on his Southern trip about January 18th; E. M. Freeman leaves for the Middle West on January 17th, and Albert Freeman starts on January 24th on a trip through southern New York and Pennsylvania.

Mr. Freeman reports that business on the Manila lines is very brisk and that a big year is anticipated. Demands for the "Magallanes," "Puntacima" and "La Flor de Intal" brands are steadily increasing. "Charles III," ten cents; "Nu-Blend," five cents, and "United Workmen," the latter a union-made brand, are among their popular domestic cigars.

Deisel-Wemmer Company Holds Annual Dinner

The annual dinner of the Deisel-Wemmer Cigar Company, of Lima, Ohio, was held on January 8th at the Lima Club, where covers were laid for eighty.

The guests included members of the firm, heads of different departments of the ten factories which they operate, and salesmen from different sections of the United States.

The addresses made by the heads of the firm were replete with appreciation of the co-operation of the employees and predictions that the business of the year 1916 would be of considerable increase over that of the year 1915, which was $4,500,000, representing the sale of 130,000,000 cigars.

Addresses were made by M. C. King, Lima, Western salesman; Charles Hosselman, general superintendent; Otto Malchow, Baltimore, Md.; John C. Eckerle, Cincinnati; David Ritter, Chicago; C. H. Higgins, Detroit, and A. B. Christian, Chicago; George M. Berger, Cincinnati. Assistant superintendents Harry Snook and Edward Yost, Lima; Arthur Gagley, Wapakoneta, Ohio; Otto Aue, Delphos; Charles Neville, Sidney; Bernard Wolf, Findlay; Charles O'Connell, Toledo; Frank Barger, Fostoria; Charles Neumeier, St. Marys, and C. I. Blosser, Van Wert.

Tobacco Business Would Save by Eliminating Coupons

Agitation of the coupon question in various parts of the country is followed by the rumor that the bill aimed to restrict their use in connection with tobacco products will shortly be introduced in Congress.

A prominent tobacco man when asked concerning the effect of such a bill on the tobacco companies of this country said:

"The doing away with coupons would mean a saving to the United Cigar Stores Company of $2,600,000 a year; to the American Tobacco Company it would mean a saving of probably $3,500,000, and to the Liggett & Myers Company well over $4,000,000.

"In fact, it is my opinion that altogether the saving to the parts of the old tobacco combination would amount in the aggregate to over $16,000,000 a year."

Philip Morris & Company's Annual Round-Up

The past fortnight has been an extremely busy one at the new headquarters of Philip Morris & Company, Ltd., at Thirteenth Street and Fifth Avenue, owing to the presence in New York of the principal travelers of the company, and the various district sales managers. Most of the men had their first opportunity of inspecting the new American main offices, and without exception their comments made the chief executives of the company feel that their efforts in newly housing the business were fully appreciated.

President Thomson, of London, spent the holidays in America and plans to return to England shortly. His stay in the United States this trip has been longer than usual.

Treasurer F. S. Lucey states that their business has shown a phenomenal improvement since last October and looks toward the coming year with great expectancy. His optimistic outlook is fully shared by Charles J. Zeller, the district sales manager of the company in the Middle West, whose headquarters are in Chicago. Mr. Zeller says that in his seven years' connection with the house, business never looked more promising.

Mr. Lucey received an interesting letter a few days ago from Captain Leeson Thomson, son of the president of the company, and himself prominent in the London management, who is now at the front with his regiment, and Captain Leeson states that the boys are all confident of ultimate and sweeping victory.

C. J. Spence, the cashier and chief accountant of the Philip Morris Canadian branch, has notified New York that he has just been commissioned an officer in the Canadian troops and will shortly leave for the front.

Merriam Segars, Inc.

John W. Merriam, the genial head of John W. Merriam & Company, manufacturers of the "Segar De Luxe", "Darby and Joan", and "At the Sign of the Bulldog" brands, left New York on Tuesday for his first big whirl since the new factory at 101 Spring Street has been in full operation.

This trip will take him out as far as Chicago and over the Southern territory, down as far south as Memphis. Merriam brands have always had a particular following in the South and Middle West and from early indications Mr. Merriam believes that this should be one of the most effective trips of his long career.

Annual Meeting of International Tobacco Company

January 12th was the date of the annual meeting of the International Tobacco Company, of New York, at which were elected the following directors: Benjamin H. Wasserman, Marcus Oppenheimer, D. A. Ansbacher, David A. Weill and Morris H. Wasserman.

At a subsequent meeting of the directors the following officers were elected: Benjamin H. Wasserman, president; M. Oppenheimer, vice-president; Morris H. Wasserman, secretary and treasurer.

R. E. Lane Expected Home Friday

R. E. Lane, United States and Canadian representative of "Partagas" is out West on his first trip of the year, and reports excellent results in Detroit and Chicago, where he was last Saturday.

Mr. Lane will reach New York next Friday and sails the day following for his annual visit to the factory in Havana.

A Big Opportunity for the Right Man

A firm about to enter the cigar and tobacco jobbing business is seeking a man to act as treasurer. They desire a man familiar with the cigar jobbing business, and preferably one with sales experience. There will be a splendid opportunity for the man to progress with the firm. Details will be found in a classified advertisement on page 18.

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J. LAWTON KENDRICK ..... Managing Editor
HOBART BISHOP HANKINS ..... Advertising Manager

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CLEVELAND LOS ANGELES SEATTLE
HAVANA, CUBA, OFFICE—ZULETTA 36, CARLOS M. WINTZER
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Education and Service

Education is a fundamental factor in service—and any successful business firm or individual will tell you that service pays. To render service you must have accurate knowledge of the business in which you are engaged. Conditions are constantly changing and it is necessary to keep informed. A sure way to follow the developments of any industry is to read the publications of that trade, and read them carefully. "The Tobacco World" is a valuable publication to the tobacco trade.

Philadelphia Manufacturers May Differ With Mr. Mazer

During 1915 Detroit made more than 1,000,000 cigars each working day or a total of more than 300,000,000 cigars for the year. Cigarmakers declare that the output from Detroit in 1916 will be limited only by the amount of labor that can be employed. All of the factories have more orders than they can fill and more cigars would be made in Detroit if it were not for the fact that there is a labor shortage.

"Detroit is producing more high grade five-cent cigars than any city in the country," says Jacob Mazer, of the Mazer Cigar Company. "I don't mean to say that in other cities there are not factories that are producing cigars equal in quality to Detroit made cigars, but I mean that, taken as a unit, the cigar factories of Detroit are producing the highest grade cigars in the country.

"The city is being advertised from coast to coast through its cigars, Detroit cigars are sold in large quantities in New York and San Francisco and at all points in between. They compete with the automobile in the amount of advertising they have given the city."—"Detroit News."

We congratulate Mr. Mazer on his loyalty to his home city, on his confidence in its products, and in the enthusiasm with which his statements ring. Such qualities are bound to make for success in any line of business.

In contemplating his statements however we feel that we may express reasonable doubt as regards Detroit "producing more high-grade five-cent cigars than any city in the country." Approximate figures show that the factories producing "Cinco," "Havana Ribbon," "44," "Counsellor" and "Bold" alone exceed the entire output of the First Internal Revenue District of Detroit by at least fifty million cigars a year and very probably many millions more. Certainly these five brands with a total annual production of between three hundred and fifty and four hundred million cigars must have recognized merit to attain such enormous sales. The total production of the First Internal Revenue District of Pennsylvania, which includes Reading, totals two and one-half times that of the First Internal Revenue District of Michigan.

In mentioning the five factories above there are a score of other Philadelphia factories producing cigars, such as the Juan F. Portuondo and Jeitles & Blumenthal brands, which are recognized throughout the country for quality, if not the equal of others in production.

Philadelphia has been long recognized as the leading five-cent cigar manufacturing center of the United States, and it is safe to assume that it will not relinquish its right to this title for many years to come.—Ed.

No Rate War for Havana Traffic

Despite rumors to the effect that the United Fruit Line and the New York and Cuba Mail Steamship Company have been contemplating a rate war for Havana traffic, the managers of both companies deny that any inducements are being made in the competition to secure Cuban trade. It was pointed out that both tariffs are almost identical and that no changes are contemplated.

It was suggested that the reports of an alleged rate war might be ascribed to the revised freight rates which became operative on the first of the year.

Among the readjustments which were made effective on January first were the transition of certain rates from a weight and measurement basis to a straight weight basis. It was pointed out by officials of the Ward Line that the recent changes have placed the rates from New York to Havana on a parity with the rates from Mobile and New Orleans to Havana.

Philadelphia Notes

C. W. Saunders, of the Cortez Cigar Company, was a Philadelphia visitor this week.

George Becker was in Philadelphia recently in the interest of Arguelles, Lopez & Company, New York and Tampa.

Nathaniel Rice, of Seidenberg & Company, was in Philadelphia this week booking some attractive orders on "El Roi Tan" cigars.

Mr. Sugar, who represents H. Upman & Company, was in Philadelphia recently looking after the business of this clear Havana firm.

W. W. Rosebro, formerly connected with the Morgan Cigar Company, has become identified with the new Bustillo house of Tampa, Fla.

Al. Korn was in the Quaker City recently and closed some attractive business on "Vega Del Rey" of the S. H. Furgatch y Ca., New York.

Mr. Planco, of the Planco Havana Cigar Company, was in Philadelphia this week. The firm which Mr. Planco represents are making a specialty of wrapped cigars in small size containers.

The "Girard" cigar, made by Roig & Langsdorf, is enjoying a splendid patronage throughout the country. Advertising in some of the standard magazines is playing an important part in the growing demand.

The Cayey-Caguas Tobacco Company, manufacturers of the famous "Savarona" cigar distributed in this city by Terry & Duncan, has been represented in the city recently by H. S. Michaels who has been calling upon the trade.

T. W. Hall has left for a trip to the Pacific Coast in the interest of the J. F. Portuondo Cigar Manufacturing Company, 1110 Sansom Street, this city. After his arrival at the Coast, Mr. Hall will begin an active campaign on the several brands which are manufactured by the Portuondo Company.

G. H. P. Cigar Company to Take Quarters in Second Street

ON the eve of their fifth anniversary in the cigar manufacturing business the G. H. P. Cigar Company, now located at 119 North Third Street, will remove early in March to the three-story brick building at 21-23-25 North Second Street.

This company manufactures the well-known "El Producto," shade-grown cigar, the "Vincello" and the "Dakem." All these brands are steadily growing in popularity and the increasing business of the firm has made larger quarters necessary.

The new quarters will cover more than 20,000 square feet of floor space, as against 6000 square feet in their present factory. There will be an addition made to their working force, and it is expected that with the added facilities they will have no difficulty in keeping up with their orders.

In April of this year the firm will pass its fifth anniversary in the cigar manufacturing business.

"Vanette" Brand Is Making Good With Smoker

The recently launched campaign on the "Vanette" nickel cigar, manufactured by the El Draco Cigar Manufacturing Company, is bringing results, and orders coming to the factory indicate that the smoker is pleased with the blend which is offered him in this new cigar.

During November and December scores of window displays appeared on this brand in all sections of the city. Since that time the duplication on the brand has been steady and the consumer is indicating that he is well pleased with the goods thus far.

At the factory the demand for "Stratfords" shows a continued growth, business in the past few months having been excellent on this brand.

Manufacturers of Nickel Cigars Prosperous

With several manufacturers of nickel brands in this city business during the past year has exceeded any in the history of their factories while nearly all of them enjoyed an exceptional demand during the three months preceding the holiday season.

The reputation of Philadelphia-made cigars extends throughout the country and as a manufacturer recently remarked, "The best introduction for a five-cent cigar is to be able to advertise that it is made in Philadelphia".

Philadelphian Gets Contract For Harrisburg Factory

Contract has been let by Dauphin Cigar Company to Herman Voigt of Philadelphia for erection of new all-daylight fireproof concrete brick and steel five-story factory building at State and Cameron Streets, Harrisburg, Pa.

The Biggest Mail-Order Tobacco Business

Percy Waxman, in "Printers' Ink"

WILL the class please rise and tell teacher where is the largest mail-order cigar and tobacco business in the world? No, my son, wrong this time. And you in the front row, you're wrong, too. No, it is not in Pennsylvania. No, nor in Florida. Give up? Well, it isn't in the United States at all, but in London.

Yes, London, England, the city on the Thames, that's where it is. And in order not to prolong the suspense any further, the name of the largest mail-order tobacco house in the world is Martins, Limited. And the managing director and sole surviving founder, Walter Martin, is as English as roast beef and Yorkshire pudding.

Martins, Limited, began in 1885 in Guernsey, one of the Channel Islands lying between England and France. Now for some unaccountable reason the Channel Islands pay no duty on tobacco. Just why this is so nobody in England seems to know. Mr. Martin doesn't know, and he was born in Guernsey. I ransacked all the musty statutes relating to tobacco that I could find, but not a jot, tittle, iota or jitney's worth of information could I unearth on that little but important point.

That curious and typically British anomaly made Martins. As everyone knows, the duty on tobacco in England is one of the very few items upon which any kind of levy is imposed in that free-trader's paradise. At least, this was so before the war. Now all kinds of special imposts have been introduced to raise revenue to help pay the $15,000,000 a day the war is costing Great Britain.

In the fortunate Isle of Guernsey where no tobacco duties exist to annoy mankind, Walter Martin and his brother had a modest little tobacconist shop. Being possessed of highly sympathetic natures it hurt them to think of the vast army of smokers in England, Scotland and Wales who were compelled to pay taxes on their smokes while the lucky dwellers in Guernsey puffed away duty-free. The Martin Brothers felt that something ought to be done about it. Then it dawned on them that the very people to do it were Martin Brothers of Guernsey. They thereupon conceived the highly philanthropic plan of supplying smokers in England with cigars, cigarettes and tobacco from dutyless Guernsey, shipped by mail.

As Martins had nothing to bother about in connection with duty, it had only to charge a profit on the goods themselves. The consumer paid the duty on receipt of his order. This, of course, made it easy for the Martins to undersell the ordinary importers. Another thing that helped them was the fact that the holder of a tobacco license could not import less than 80-lb. weight of cigars at a time. And he had to put up $1.25 per pound in cash as duty. Now he could get credit on his importations but not on the duty he had paid in advance, and this forced him to add a profit on the duty as well as on the goods, to take care of his entire investment. Finally, to complete the circle of events so fortunately operating for Martins, a consumer could import any quantity of cigars, big or little, by mail and have the duty collected by the postman. No restrictions hindered him. As long as he was importing for his own consumption he could order 80 pounds, 8 pounds or 8 ounces if he pleased.

When the British smokers first saw Martins' mail-order advertisements they fell over themselves to place their orders. The English importers, when they saw how and why Martins were underselling them, raised a howl, but with a characteristically British sense of individuality they all did their howling separate and apart from each other. It actually took ten years for any concerted action against "the Guernsey interlopers" to be attempted by the British importers who were suffering through the peculiar laws of their own land.

At last, in 1895, the cigarmakers and importers of Great Britain held a hectic sort of meeting in London to denounce the injustice of a system that permitted Martins to thrive. In the course of the meeting it was very clearly shown that on account of the curious duty situation in England, Martins of Guernsey could sell cheaper and give better value than any tobacco man in the country. One day later Martins flooded the length and breadth of the land with circulars reporting the very flattering speeches made at this meeting. Increased sales resulted at once. In the ten years between 1885 and 1895 when the agitation against Martins came to a head they built up a tremendous list of regular customers all over the United Kingdom and at last decided to open up business in London itself.

The Guernsey story was kept up and consumers were told that they could still receive their supplies from Guernsey if they pleased. But it was advertised that in order to meet urgent orders a stock was carried in London from which consumers could be supplied at Guernsey prices plus the duty. Little by little the direct-importation plan ceased to be used by customers and today the Guernsey office is kept open only to take care of foreign trade.

When Martins began their mail-order advertising in 1885 they had a capital of $18 in money and about $1,000,000 in nerve. Their present capital in money is $250,000, and their faith and nerve remain incalculable. Today they have over 150,000 regular customers on their books, including princes, lords, ambassadors, admirals, generals and men in every branch of political and professional life. Normally they invest over $75,000 a year in advertising. Their first ads in 1885 were placed in a limited number of monthly publications, quarter-pages being used. Later the space was increased to full pages.

As their business prospered they branched out into newspapers, using what was looked upon as very extravagant space at the time. Today Martins make use from time to time of any and every medium, although the tendency of the house seems to favor big space in the leading dailies.

They also make use of a most thorough and elaborate system of form letters covering almost every possible situation that their business ordinarily can produce. Every letter received is answered either by a form or personal letter. If an order is received as the result of some recommendation the person responsible is thanked. A customer may make a purchase after a long interval. He is greeted back into the fold with a welcome that makes him know that Martins has missed him. And so on. In every conceivable way Martins tries to maintain a personal sense of relationship with its vast army of customers.

It also advertises that the motto is "The customer is always right." And this is scrupulously lived up to. When a customer complains about some shipment or other the company doesn't wait to make inquiries about his shipment. It does not matter if he is in the wrong or right. Martins makes good to him whether he deserves it or not. This kind of treatment is rather rare in a land where people stand on their just rights as a rule, and has helped Martins to build up a valuable asset in good will.

When the present war broke out Walter Martin expected a big falling off in business and foresaw the possibility of having to curtail his staff, reduce advertising and economize all round. As a matter of fact none of these dire happenings took place. Today after over sixteen months of war Martins' staff is almost double what it was formerly and the business larger than ever.

You may well wonder how this can be. The answer is Walter Martin. He conceived and put into operation what are known as the Overseas Tobacco Funds, by means of which the soldiers at the front are being supplied regularly with all forms of tobacco. He made an arrangement with 200 newspapers throughout the whole British Empire to invite their readers to contribute any sum from one cent up for the purpose of supplying T. Atkins & Company with tobacco. The newspapers jumped at a plan so patriotic, so logical and so circulation-building, and the scheme received wide publicity. Martins also induced the government to permit this tobacco to go to the troops duty-free and carriage-free. Then the concern agreed to give the benefit of these concessions to the donors of the cigars, cigarettes and tobacco. As a result the people who send in contributions to any of the 200 newspapers know that they can send approximately two dollars' worth of smokes for one dollar.

Vast sums of money from these funds pour into Martins every day. What British subject wouldn't respond to such an appeal? Martins relieves the newspapers of all clerical work, all responsibility, and all detail. Subscribers' original letters are sent to Martins and all contributors have the privilege of designating whom their gifts are to go to. With every package sent to the front return postals are enclosed and I myself saw thousands of acknowledgments from soldiers who had received gifts through Martins. The Overseas Funds and the efficient manner in which they are being handled have made Martins Limited more popular than ever.

It was a stroke of genius to conceive of such a plan and Martins deserves all that is coming to it as a result. Credit should be given for much of the successful handling of these funds to the present advertising manager, Mr. Clifford.

In 1904 the American Tobacco Company made Walter Martin a very flattering offer to join it in this country, but after looking the ground over he decided to remain at 210 Piccadilly, London. Spend an hour or two at Martins and you will see why.

County Sues Tobacco Warehouse Company

The Commissioners of Adams County, Ohio, through their attorneys, E. A. Scott, of West Union, and A. J. Blau, of Portsmouth, has filed suit for $5000 damages against The Farmers' Loose Leaf Tobacco Warehouse Company, a corporation doing business in West Union, Ohio, of which G. S. Jones, former Auditor of Adams County, is general manager.

The petition alleges that the local concern, through a conspiracy with certain teamsters named, have in violation of the road rules and regulations, promulgated by the commissioners, persisted in hauling loads far in excess of the prescribed limit, and in so doing have injured the West Union-Manchester Turnpike to the extent of more than $5000.

St. Louis Cigar Store Proprietor Arrested

Simon Jacobson, proprietor of a cigar store at 203 North Broadway, St. Louis, Mo., was arrested in his store recently by detectives of the gambling squad on a charge of having games of chance on exhibition. The officers confiscated three pull-off boards. The boards contained poker hands and a slip pasted on them showed a stogie was given with each losing hand. Jacobson furnished bond.

A "Settle-up" Day

NOW that we have "Tobacco Day", "Orange Day", "Pineapple Day" and the proposed "Prosperity Day", the Minneapolis Credit Men's Association comes forward with a suggestion for a "Settle-Up Day".

Herewith is the circular which the Minneapolis association prepared:

"Settle-Up-Day

"Two small cities of the Middle West have had a 'settle-up-day' and merchants and customers say it's fine. The first 'settle-up-day' was held at Waukon, Iowa, a short time ago. The Waukon merchants' organization entered on the plan after two weeks of thorough advertising in the newspapers and in circulars distributed from house to house and from farm to farm in the surrounding country. They then mailed statements to all their patrons, especially those in arrears, calling their attention to the approach of 'settle-up-week' and detailing the plan of the merchants.

"The merchants announced that they had notified all wholesalers and jobbers with whom they traded of their intention to use the money paid into them by their patrons to meet the bills of wholesalers, as well as all other bills outstanding in the Waukon community; and, in fact, about half of the money taken in by the merchants was paid out to factories and producers in and about Waukon.

"The week did not open very propitiously for the plan, but when two days had passed nearly 500 bills were counted paid. It was estimated that there were about 2500 outstanding bills. By Wednesday of that week the paying-up movement was under full headway, and the campaign was so pushed that merchants were enabled to remind the backward debtor with a minimum of offense.

"'Have you paid your bill today?' signs were posted throughout the city, and the query was picked up widespread by the citizens and applied with as much freedom as the 'Have you registered today?' query of primary politics.

"The general run of the citizens responded without difficulty to the plan, but the slow-paying debtors had to be jarred repeatedly. The merchants mailed out a bill every day to each of their customers who owed accounts of long standing. The bills were mailed out on billheads of the merchants' organization. A bureau was established where protesting citizens could thresh out their differences with any merchant over any bill, the amount, terms or existence of which they disputed. Few took advantage of this bureau, but such work as it did was effective.

"The report on the decisions of this bureau shows that in almost all the cases the books of the merchant were right, unless he had been grossly careless in keeping his books, as was found in two or three cases. Forgetfulness was the cause of 90 per cent. of the unpaid old accounts.

"When the balance of the week was cast up it was reported that more than 2000 bills had been paid up to date, and that bank deposits of the merchants were $40,000 higher than ever before. The $40,000 immediately was started on its way to the various creditors of the merchants, and it is estimated that $25,000 of this found its way almost at once back into the hands of the original payers.

"J. H. TREGO,
"Secretary National Credit Men's Association.
"New York, January 12, 1916."

"Laclede," a cigar manufactured by Garcia & Vega for the F. J. Dauscha Cigar Company, St. Louis, Mo., is experiencing a good demand.

Smoke as Germ Killer

THE prejudice against tobacco is accountable for much disease and mortality in the United States. In this country over 100,000 persons die every year from tuberculosis and other diseases of the lungs and throat. The cloudless theatre is responsible for many of the deaths due to such diseases.

In theatres where smoking is not permitted it is very easy to catch diseases of the throat and lungs. The air is pregnant with microbes exhaled by diseased persons.

It is a well-known fact that coughs and colds are infectious. In the cloudless theatres they are more contracted than elsewhere, because all the conditions favor the propagation of the microbes that constantly issue from the throats and lungs.

Persons who are affected with coughs and colds can easily trace their ailments to the cloudless theatres. Those who investigate the causes of tuberculosis might do well to include such theatres.

Whenever there is an epidemic of diphtheria in a city the medical authorities carefully instruct parents to keep their children out of theatres and even forbid the admission of children to theatres.

There should be a radical change in the policy of theatrical men in the conduct of their places. In the interest of public health there should be smoking in all theatres. It has been demonstrated by scientists that the air in rooms where tobacco is smoked contains only one-fourth as many microbes of disease as in rooms where tobacco is not smoked. For this reason managers of theatres should take down the signs "No Smoking", etc., and put up such signs as "Smoking Permitted" and "Smoking Requested." To forbid smoking in theatres is to put a premium on debility and encourage the propagation of throat and lung diseases.

Among the persons who object most strenuously to smoking in theatres are those who suffer from throat and lung diseases. It is an acknowledged fact that tobacco smoke irritates them. This is because the membranes of their throats and lungs are easily irritated. But such persons have no moral reason to object to smoking in theatres, for the very good reason that they are just the people who should not enter theatres. It is altogether wrong that the people who infect the air with germs of diseases should prevent others from using the best means to protect themselves from the germs.

It is due in great part to prohibition of smoking within doors that the United States owes the undesirable distinction of being the nation most afflicted with the White Plague. Managers of theatres would do a great deal toward wiping out this scourge if they would be the first to ignore the prejudice against tobacco smoking and initiate a movement to encourage smoking within doors.

The question of manners or etiquette in this connection should give way to the question of health. It can not be considered as good manners to propagate disease. The proposition that the odor of smoke of some kinds of tobacco or of over-worked pipes is offensive is of minor consideration and can be overcome by proper discrimination which may be exercised by an attendant in a theatre. It is within the power of the management of a theatre to permit only the smoking of certain tobacco, scented or otherwise, sold on the premises, if the management sees fit. The chief consideration is the public health and it is this which makes the strongest argument against the indiscriminate prohibition of smoking.

Of course, the cloudless theatre is not the only institution at fault. Cloudless street cars, cloudless churches, etc., contribute their share to the propagation of diseases. But the cloudless theatre, because of the numbers of people frequenting it and the length of time they stay within it, is the most seriously involved.—"Pacific Wine, Brewing and Spirit Review."

David H. Cargill

This is a true likeness of probably the best-known cigar salesman in the Northwest. "Dave" Cargill has been identified with the cigar world for fifteen years or more, but his great plunge into the limelight was in 1910 as the advance agent for "El Roi-Tan." Since that time the number of millions of "Roi-Tans" to his credit on the books of Seidenberg & Company, the manufacturers, is so large that we hesitate to publish the figures lest we make some of our friends jealous. And besides, there is the "Class"—the most phenomenal five-cent success ever known in this territory. And the great record made by "Class" is mainly due to the star work of Dave Cargill. It may interest his many admirers among the fair sex to know that while Dave is still a young man, he is married, and there is positively no chance.

"Ginger" adds its voice to the chorus of the great host of his friends in wishing "Dave" Cargill the best of good fortune during the present year and in all the years to come. A more generous friend, a more loyal booster than David H. Cargill never trod in shoe leather.—"Ginger."

Tobacco Growing in Ireland

In reviewing the industrial and economic conditions of Ireland, United States Counsul Wesley Frost says that tobacco growing in Ireland, while it dates from 1903 or earlier, and has attained considerable proportions, can hardly be regarded as definitely successful. In 1904 the acreage of tobacco in Ireland was 224¼, but all except 9¼ acres were under the supervision of the Department of Agriculture and were subsidized at $121.66 per acre. Of the last crop sold, that of 1912, only two out of six buyers expressed themselves as pleased with the quantity. Nevertheless an appropriation of $309,875 has been made for a second ten-year series of tobacco experiments, which commenced in 1914. The 1914 tobacco season was regarded as rather unfavorable, the wet and dry seasons being each successively too pronounced; but the yield and quality were adjudged fair.

Pipe tobacco of broad-leaved American varieties predominates in Ireland, and an American driver has been installed at considerable expense in County Limerick. Irish tobacco is blended with Turkish and Virginia leaf with some success, and cigarettes are manufactured at Adare and at Dublin, although plug and pipe tobaccos are the usual products. The 1912 crop brought the growers about 11 cents per pound, with 14 cents per pound paid for cigarette varieties. Irish tobacco is remitted 4 cents from the United Kingdom excise duty, and further remissions are being earnestly sought.

L. M. Walters, of Bobrow Brothers, left town recently for a trip up-state in the interests of the "Bold" cigar.

TOBACCO CROP STATISTICS, 1913-1915

State.	Acreage (000 omitted).			Yield per acre.			Production (000 omitted).			Price Dec 1.			Total farm value, basis Dec. 1 price (000 omitted).			Value per acre, basis Dec. 1 price.		
	1915 Acres.	1914 Acres.	1913 Acres.	1915 Lbs.	1914 Lbs.	1913 Lbs.	1915 Lbs.	1914 Lbs.	1913 Lbs.	1915 Cts.	1914 Cts.	1913 Cts.	1915 Dolls.	1914 Dolls.	1913 Dolls.	1915 Dolls.	1914 Dolls.	1913 Dolls.
New Hampshire	100	100	100	1,400	1,770	1,650	140	177	165	12.0	18.0	18.0	17	32	30	168.00	318.60	297.00
Vermont	100	100	100	1,300	1,700	1,550	130	170	155	11.0	18.0	18.0	14	31	28	143.00	306.00	279.00
Massachusetts	7,300	6,600	6,100	1,100	1,750	1,550	8,030	11,550	9,455	14.5	17.7	21.0	1,664	2,044	1,986	159.20	309.75	325.50
Connecticut	22,200	20,200	18,400	1,350	1,770	1,550	29,970	35,754	28,520	17.0	18.5	21.0	5,095	6,614	5,989	229.50	327.45	325.50
New York	4,400	4,600	4,300	1,200	1,300	1,020	5,280	5,980	4,386	9.5	12.0	12.2	502	718	535	114.00	156.00	124.44
Pennsylvania	31,400	33,100	38,900	1,350	1,450	1,200	42,390	47,995	46,680	9.2	8.5	7.5	3,900	4,080	3,501	124.20	123.25	90.00
Maryland	22,000	22,000	25,000	740	800	740	16,280	17,600	18,500	8.5	8.0	9.3	1,384	1,408	1,720	62.90	64.00	68.82
Virginia	192,500	175,000	200,000	750	650	770	144,375	113,750	154,000	9.4	9.0	13.9	13,571	10,238	21,406	70.50	58.50	107.03
West Virginia	11,300	10,800	15,000	870	820	680	9,831	8,856	10,200	10.0	11.0	12.0	983	974	1,224	87.00	90.20	81.60
North Carolina	320,000	265,000	250,000	620	650	670	198,400	172,250	167,500	11.2	11.5	18.5	22,221	19,809	30,988	69.44	74.75	123.95
South Carolina	65,000	50,000	43,800	580	730	760	37,700	36,500	33,288	7.0	9.7	13.8	2,639	3,540	4,594	40.60	70.81	104.88
Georgia	1,700	1,900	1,800	880	1,000	1,000	1,496	1,900	1,800	23.0	25.0	31.0	344	475	558	202.40	250.00	310.00
Florida	3,900	4,300	4,000	910	1,000	1,000	3,549	4,300	4,000	23.0	30.0	31.0	816	1,290	1,240	209.30	300.00	310.00
Ohio	93,700	86,800	81,900	900	900	750	84,330	78,120	61,425	9.0	8.8	11.4	7,590	6,875	7,002	81.00	79.20	85.50
Indiana	13,500	13,500	15,900	840	900	750	11,340	12,150	11,925	7.3	9.0	11.0	828	1,094	1,312	61.32	81.00	82.50
Illinois	700	600	800	850	780	700	595	468	560	9.0	12.0	11.5	54	56	64	76.50	93.60	80.50
Wisconsin	41,000	45,600	43,000	900	1,180	1,180	36,900	53,808	50,740	6.0	11.0	12.0	2,214	5,919	6,089	54.00	129.80	141.60
Missouri	3,500	4,100	5,100	900	1,200	650	3,150	4,920	3,315	12.0	13.0	12.7	378	640	421	108.00	156.00	82.55
Kentucky	440,000	400,000	370,000	810	910	760	356,400	364,000	281,200	7.8	8.4	10.0	27,799	30,576	28,120	63.18	76.44	76.00
Tennessee	92,900	77,400	90,000	750	820	720	69,675	63,468	64,800	6.3	7.5	8.4	4,390	4,760	5,443	47.25	61.50	60.48
Alabama	200	200	300	500	700	700	100	140	210	22.0	28.0	25.0	22	39	52	110.00	196.00	175.00
Louisiana	300	700	600	420	400	450	126	280	270	30.0	35.0	25.0	38	98	68	126.00	140.00	112.50
Texas	200	200	200	580	600	100	116	120	120	27.0	21.0	22.0	27	24	26	135.00	121.80	132.00
Arkansas	500	700	800	600	610	650	300	427	520	17.0	18.0	16.4	51	77	85	102.00	109.80	106.60
United States	1,368,400	1,223,500	1,216,100	775.1	845.7	784.3	1,060,587	1,034,679	953,734	9.1	9.8	12.8	96,041	101,411	122,481	70.18	82.89	100.72

TOBACCO BY TYPES AND DISTRICTS

[Area, yield per acre, production, and Dec. 1 farm value of tobacco grown in the United States in 1915, 1914, 1913 and 1909, by types and districts.]

Type and district.	Acreage (thousands of acres).				Yield per acre.				Production (000 omitted).				Price per pound Dec. 1.				Total farm value on basis of Dec. 1 price (000 omitted).			
	1915	1914	1913	Census 1909.	1915	1914	1913	Census 1909	1915	1914	1913	Census 1909	1915	1914	1913	Census 1909	1915	1914	1913	Census 1909
I. CIGAR TYPES.	Acres.	Acres.	Acres.	Acres.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Cts.	Cts.	Cts.	Cts.	Dolls.	Dolls.	Dolls.	Dolls.
New England	29.7	27.0	24.7	22.7	1,285	1,765	1,550	1,669	38,270	47,651	38,295	37,962	16.4	18.3	21.0	15.9	6,290	8,721	8,033	6,035
New York	4.4	4.6	4.3	4.1	1,200	1,300	1,020	1,301	5,280	5,980	4,386	5,345	9.5	12.0	12.2	8.0	502	718	535	428
Pennsylvania	31.4	33.1	38.9	41.7	1,350	1,450	1,200	1,106	42,390	47,995	46,680	46,165	9.2	7.5	7.5	9.0	3,900	3,600	3,501	4,155
Ohio—Miami Valley	60.3	56.4	51.3	71.6	900	960	730	763	54,270	54,144	37,449	54,587	9.0	9.1	11.0	9.5	4,884	4,927	4,119	5,186
Wisconsin	41.0	45.6	43.0	40.4	900	1,180	1,180	1,159	36,900	53,808	50,740	46,909	6.0	7.5	12.0	9.2	2,214	4,036	6,089	4,316
Georgia and Florida	5.6	6.2	5.8	6.0	900	1,000	1,000	830	5,045	6,200	5,800	4,992	23.0	28.5	31.0	34.0	1,160	1,765	1,798	1,697
Total, cigar types	172.4	172.9	168.0	186.5	1,057	1,248	1,091	1,051	182,155	215,778	183,350	195,960	10.4	11.0	13.1	11.1	18,950	23,767	24,075	21,818
II. CHEWING, SMOKING, SNUFF & EXPORT TYPES.																				
Burley district	244.2	244.2	232.6	267.3	890	920	760	956	217,338	224,664	176,776	255,439	9.5	8.1	12.3	13.4	20,647	18,198	21,743	34,229
Dark districts of Kentucky and Tennessee.																				
Paducah district	93.1	70.0	75.0	76.0	730	780	780	735	67,963	54,600	58,500	56,312	6.0	6.1	7.7	7.3	4,078	3,331	4,504	4,111
Henderson or stemming district	93.0	71.5	55.0	101.8	760	950	800	780	70,680	67,925	44,000	79,423	6.0	6.3	7.3	6.8	4,240	4,279	3,212	5,401
One-Sucker district	38.4	38.4	38.4	64.9	780	960	740	728	29,952	36,864	28,248	47,221	5.5	5.6	7.1	6.3	1,647	2,064	2,011	3,003
Clarksville and Hopkinsville district	118.7	98.9	115.0	104.0	750	800	700	764	89,025	79,120	80,500	79,429	6.5	7.5	9.0	8.0	5,787	5,934	7,245	6,354
Virginia sun-cured district	12.0	12.0	15.9	11.3	850	760	800	788	10,200	9,120	12,720	8,883	8.0	6.5	8.5	8.4	816	593	1,081	746
Virginia dark district	65.0	50.0	71.2	79.7	840	740	820	785	54,600	37,000	58,384	62,763	8.0	7.3	7.0	7.8	4,368	2,701	4,087	4,896
Old bright district	255.0	240.0	240.0	215.6	640	600	690	603	163,200	144,000	165,600	129,969	10.5	11.0	18.5	9.9	17,136	15,840	30,636	12,867
New bright district	240.0	185.0	165.0	126.3	620	710	710	732	148,800	131,350	117,150	92,536	10.6	11.6	17.9	8.3	15,773	15,237	20,970	7,680
Maryland and eastern Ohio export	23.9	24.9	27.6	33.7	760	820	760	775	18,164	20,418	20,976	26,111	8.5	8.0	9.1	8.3	1,544	1,633	1,909	2,167
Louisiana—Perique	.3	.7	.6	5.2	420	400	450	332	126	280	270	172	30.0	35.0	25.0	37.0	38	98	68	64
Total, chewing, etc.	1,183.6	1,035.6	1,036.3	1,086.4	735	778	736	772	870,048	805,341	763,124	838,258	8.7	8.7	12.8	9.7	76,074	69,908	97,466	81,518
All other	12.7	15.0	10.6	26.2					8,384	13,650	7,260	21,124					1,017	1,212	940	3,269

New Cigar Factory for Keokuk, Iowa.

Articles of incorporation have been filed by the Miller, Reimbold & McDevitt Company, of Keokuk, Iowa, for the purpose of engaging in the manufacture of cigars. The company is incorporated with a capitalization of $10,000.

The new concern will have its factory in the Rand Building, located at Third and Johnson Streets, that property having been leased by the firm for that purpose some time ago.

All the members of the firm are local people and Miller and Reimbold are experienced cigar men. The name of the new cigar that the firm will manufacture has not been announced.

About twenty to thirty men will be employed from the start, and as the business of the new venture grows many more will be added. The concern expects to begin operations on or about the first of next month.

The incorporators of the company are Charles F. Miller, president; D. W. McDevitt, vice-president; William H. Reimbold, secretary, and V. O. Miller, treasurer.

Washington, D. C., consumed over 1,000,000 "El Roi-Tan" cigars in 1915.

Heard on Broadway

The Pasbach-Voice Lithographing Company, Inc., have increased their capital stock from $150,000 to $200,000.

The S. S. "Manila Maru," due to arrive at Tacoma, Wash., on February 5, 1915, will bring a shipment of 515,000 cigars for the customers of the Manila Commercial Company.

Jerome Regensburg, of E. Regensburg & Sons, who makes his home in Tampa, Fla., where the big Regensburg plant is located, came up to New York last Thursday for his regular New Year visit to the central offices, and the annual pow-wow of the company's traveling staff. Mr. Regensburg expects to remain north for several weeks.

Henry Straus, the prominent Cincinnati distributor, is a guest at the Hotel Claridge on his annual buying trip to New York. Mr. Straus expects to sail next Saturday for Havana.

Hints on Window Dressing

THE rapid growth in the use of window displays as a means of attracting business forms one of the most interesting features of trade history during the present generation. From a comparatively small detail in the retailers' business, the art of window-dressing has steadily grown until it has come to be a profession. The art of window-dressing has progressed in the tobacco trade in a way that would make many an "old timer" gasp in astonishment, but there are still some dealers who do not give it its proper valuation. Occasionally one hears a retail dealer say that he does not believe that there is any special value attached to window display advertising, and that the only thing that counts is having all of the popular brands on hand, and keeping the goods in as good condition as possible.

The fallacy in the reasoning of these men is that they do not place a high enough estimate on the impression that the show window makes on the mind of the average man who passes along the street. One would suppose that the effect of an attractive show window would be so apparent to anyone that it could not be overlooked by even the most observing. And the vast majority of dealers do recognize the fact that there is a great deal of commercial value in a good window display; those who do not very often make little or no effort to dress their windows effectively. Some who do recognize the value of a good display have no means of employing a competent window-dresser, and are compelled to dress their own windows to the best of their ability.

For these dealers a little careful study of window-dressing would be of great value. Just what course to pursue in striving to gain more knowledge of window-dressing is sometimes or or less of a problem, but it is a problem that many dealers have successfully solved. A study of the methods of the big chain stores has proved profitable to a large number of dealers, but this alone is not enough to enable the cigar retailer to get up a window display to meet his needs. The chain stores follow a definite, set standard that could not, and should not, be followed too closely by the dealer who owns one or two shops. The idea of the chain stores is to have their windows dressed in such a way that each separate store will be readily recognized as one of the system of which it is a part. In order to let the public know that they are dealing with one of the "chain," the chain store system always adopts a method of window-dressing that can readily be adopted by all of its many branches. But this same window-dressing, if transferred to a shop that is not a part of a large system is likely to fall very flat. Many of the ideas employed by the chain stores are of great value to the small dealer, but a too close adherence to their window-dressing schemes will often prove an utter failure as an attraction.

Aside from the study of window displays by examining the displays of the stores, and other successful establishments, there are many other methods that the dealer may employ in seeking a solution of the show window problem. One of these is a study of the various articles appearing in trade papers on the subject of window-dressing. The idea that a man should scorn the use of such advice is too moss-grown a theory to be taken seriously by any dealer who is not sixty-five years behind the times. If the most successful dealer in the country were to walk into any small cigar shop and, in an informal chat, relate his vast experiences, no one would be obtuse enough to question the value of the knowledge thus gained. Would anyone be foolish enough to say that that same advice was of any less value from a practical point of view when printed in article form? Trade papers are among the most valuable sources of knowledge about window-dressing.

But the dealer should not stop with the knowledge gleaned by reading; he should not stop with the knowledge gained by examining other men's window displays. The combination of the artistic and the practical is one of the chief aims of a window-dresser, and in order to successfully effect such a combination, it is necessary to understand something of the effect of color schemes. The object of the dealer is to attract attention by his color schemes, and to sell his merchandise through the attention thus gained. In trying to effect this object he is likely to make the error of laying too much stress on his color scheme, and not enough on the arrangement of his cigars. Occasionally one sees a window display that is little more or less than a hideous array of colors, standing out with an unpleasant distinctness that takes all attention away from the cigars and impresses no one but the dealer who dressed the window. The result is that the display is not attractive enough to draw much attention, and the attention that it does attract is all focussed on the color scheme.

The scheme that is of the most value is the one that leads the eye naturally from the color scheme (or whatever devices may be used for the purpose of attracting attention) to the goods that the dealer is seeking to sell. And about the best way to become proficient in effecting the right combinations is to follow the three suggestions that have been mentioned; study the displays of other successful stores; strive to gain a knowledge of the effect of various color schemes and to so arrange these schemes that they draw attention to the merchandise, and read plenty of good, reliable literature on the subject of window-dressing.

As one of the very best methods of advertising, window display cannot be expected to be absolutely free from expense of any kind. Many shopkeepers, especially smaller ones, think that any money spent in getting up a window exhibit is just that much thrown away. Unless the sum spent is out of all proportion it is the best kind of advertising investment. It brings results right away, real, tangible results. You can stand inside and see the possible customer halted by the sight of the attractive window and then watch the turning of his steps toward the door.—"Tobacco World" (London).

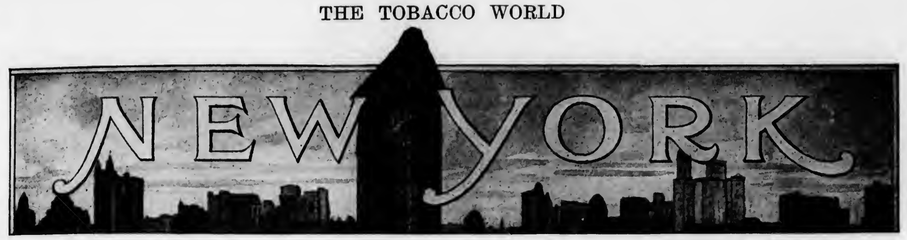
"Mi Carema," a shadegrown cigar, retailing at three-for-a-quarter, is being featured by the Best & Russell Company, Chicago, Ill., in the Triangulares shape.

MERRIAM SEGARS, INC. N.Y.

Segar de Luxe
his Connoisseurs' Edition de Luxe
Rubaiyat
was made from the best and most
accredited Vegas of Vuelta Abajo Leaf
Tobacco grown on the Island of Cuba
Under the personal supervision of

Fine and Mild HABANA SEGARS. Uncommonly Good Values

Address JOHN W. MERRIAM & CO., 101 Spring Street, New York



United Cigar Manufacturers Company's New Offices

THE general executive offices of the United Cigar Manufacturers' Company were moved on January 3d from their old quarters in the factory at Fifty-fourth Street and Second Avenue to 119 West Fortieth Street, New York.

The company have leased the entire seventeenth floor of the recently-built Philip Lewisohn Building, and now have the most luxurious and finely equipped offices to be found anywhere in the trade.

Upon leaving the elevator, the visitor finds himself in a bautiful reception lobby, flanked on one side by a nest of private offices which are occupied by the officers of the company, including Alfred Esberg, Fred Hirschorn, Preston Herbert, Mr. Bondy and others.

The decorations are carried out in silver-gray and green, and the costly woodwork is entirely in harmony. The table and chairs in the reception lobby are most artistic and thoroughly in keeping with the general furnishing tone.

In the wing of the floor extending through to Forty-first Street the genral counting room and bookkeeping departments are located, and the modern equipment throughout is worthy of special note. The light and spacious quarters allotted to each department will insure the maximum of comfort and work from each employee.

The entire removal of the company's offices and the plans for the decorations, as well as the locating of departments, was made under the direction of the company's efficiency expert.

Wall Street Cigar Business Biggest Ever

Sales of United Cigar Stores Company in its stores in the Wall Street district in New York for the first nineteen days of December, showed an increase of 20 per cent. over the corresponding period last year. Sales the last week compared with last year, represent an increase of 30 per cent. Wall Street business in cigars is the greatest in the history of the company.

Louis Biel's Estate Totals $926,616

Louis Biel, vice-president of the United Cigar Stores Company, who died August 22, 1915, left a gross estate of $926,616 and a net estate of $776,606. He gave one-third of his personal property, $255,943, to his wife, Rosa Biel, and left $130,165 each to his daughter, Antoinette B. Jacobson, and sons, Leonard, William and Herbert Biel. He owned securities worth $819,818, including 1150 shares United Cigar Stores common, $113,275, and 1100 shares preferred, $126,500.

New Material for Cigar Boxes

Special Agent Garrard Harris has forwarded from Havana, Cuba, samples of a palm-fiber material which is being advertised as a substitute for cedar in making cigar boxes. Two sample boxes were also sent. These samples and boxes can be inspected at the New York district office of this Bureau, Room 409, Customhouse. (Refer to File No. 814.)—"Commerce Reports."

The Man With the Shirt Front Advertisement

NIGHT ramblers along the Great Electric Highway every now and then encounter a man in full evening dress who is, literally speaking, well lit up. In other words as you get close to him his impeccable white shirt front becoms a blazing bulletin board, advising you in red letters to visit the Fire Show, or perchance on his opera hat, you will suddenly discern the same invitation in letters of green or red.

If you look into his face you are instantly struck with the thought that somewhere you have seen him before. This is undoubtedly the case, for his picture was a prominent Broadway feature for many years, and was the means taken to introduce the "Hoffman House Boquet" brand of cigars to many thousands of smokers. Every litho of him contained a Hoffman House Boquet advertisement on his shirt front.

Mr. Ruble, that being his name, was associated as a young man with Hilson Company, the original manufacturers of the Hoffman House brand when that make of cigars first came into prominence, and claims for himself a large part in the first introduction of the goods.

Mr. Rosenthal Will Handle Van Dyck End

E. F. Rosenthal, of the United Cigar Manufacturers' Company, will in future devote himself to the handling of the distribution of the Van Dyck, clear Havana brand of his house, and left a few days ago for his first big trip in connection with this account. He will visit Boston and the big cities out to Chicago as a preliminary to further widening the distribution of this particular favorite brand of the company.

Blue Peter Cigarette Company's Annual Meeting

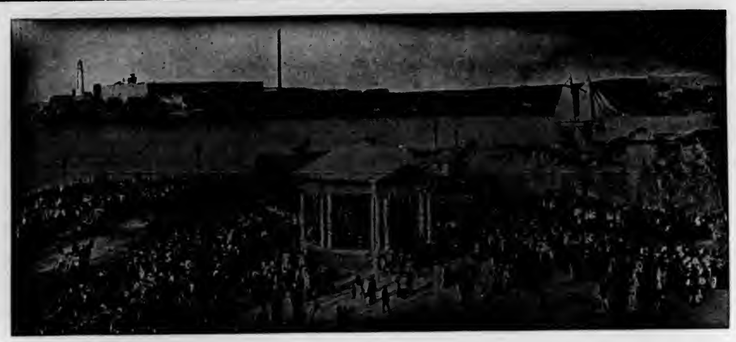
The annual meeting of the stockholders of the Blue Peter Cigarette Company is set for Tuesday, January 18th, at their main office, 2 Rector Street, New York City, in a call signed by Secretary J. E. Donohue.

The company have enjoyed an excellent year's business, and their goods have found particular favor among the United States naval officers.

Weather Conditions Affect Cigar Sales

In the January "American Magazine" a writer tells of a big tobacco company in New York City that studies human nature in connection with the weather and knows to a penny how much both will affect its sales.

"This cigar company with its 1000 stores has figures that reveal many traits of human nature. For example, it knows almost to the penny how much loss of sales will result from a certain velocity of wind. A rainy day, or a windy day, in New York, generally speaking, will cost the company about $1000. The reason is obvious; it is not pleasant to smoke in a high wind. Many men do their smoking while walking along the street—because anti-smoking regulations prevent them from doing so in street cars or in certain buildings. If they are driven into street cars or buildings by wind or rain they do without a smoke."



The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, January 10, 1916.,

DURING the second half of December our market has had a quieter spell, as there were only a few buyers in town from the United States, but it seems, as if this month is going to make up for it, as of late quite a number of buyers have come in and more are expected yet, so that our leaf dealers will have no reason to complain about dull times. The position of the market is such, that, as the stocks of leaf in first hands are by no means excessive, if there should be only a fair demand, prices are bound to go up, at least for all desirable goods.

Besides the American demand, there is also some inquiry from Europe by the neutral countries, and as the buyers of the Spanish Regie have arrived here last week from Spain, the chances are that all the low grades will disappear from our market in a short time. Remedios leaf of the last crop has been principally dealt in, although it appears rather strange, that the Americans have given preference to the 1915 crop, and neglected the stocks still held of the 1914 growth, which in reality has more quality than the previous one, and therefore ought to be more profitable for the cigar manufacturer in blending, than the milder 1915 crop. Has the taste of the smoker in the United States undergone a change, because otherwise we cannot explain this?

As far as the new crop is concerned, the weather conditions have continued favorable, although we have heard it said, that one good rain shower is needed, particularly in the Vuelta Abajo and in the Partidos, where no artificial irrigation system does exist. However, all prognostications as to the growing crop are based upon future favorable occurrences and as nobody can foretell what is going to happen, it is mere guesswork for the present.

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Bernhard Lichtenstein, of Lichtenstein Bros.; Richard Sichel, of B. Rosenblüth; Howard L. Friend, of Friend Havana Tobacco Co.; Dionisio Hevia, of Dionisio Hevia; Vicente Planco, of Ruy Suarez Co.; S. Ruppin, of S. Ruppin, Inc., and Max Schwarz, of Max Schwarz.

From Chicago: Francisco Bolaño, of Francisco Bolaño.

From Montreal: Max Elkan and son, of Ed. Youngheart & Co.

To Tampa: José Lovera, Edgar J. Stachelberg, Francisco Arango, of Arango, Villazon & Co.

Departures—To New York: José M. Diaz, Bernhard Lichtenstein, Julius Lichtenstein and Baldomero Fernandez.

To Chicago: Francisco Bolaño and Walter Sutter.

To Tampa: José Lovera Edgar J. Stachelberg, Francisco Arango, Celestino Corral and José Escalante.

Returned—Pablo Quadreny, the power of attorney, of Hija de José Gener, as well as the sons of the latter, Francisco and José Torres Gener; Maximilian Stern, the manager-general of the Henry Clay and Bock & Co., and president of the Cuban Land and Leaf Tobacco Company.

Sales during the last fortnight in December totaled 9929 bales, which consisted of: Vuelta Abajo, 1958; Partido, 440; Remedios, 6553; and Oriente, 978 bales.

Buyers were: Americans, 5620; exporters to Europe, 3051; shippers to South America, 758; and our local manufacturers of cigars and cigarettes, 500 bales.

Exports of leaf tobacco, from the port of Havana, for the three weeks ending January 4, 1916, totalled 23,496 bales, which were distributed to the following countries, viz.: To all parts of the United States, 13,202 bales; to Canada, 3052; to Spain, 3266; to The Netherlands, 2663; to France, 115; to England, 60; to the Canary Islands, 68; to the Argentine Republic, 816; to Uruguay, 190; to Chile, 62, and to the United States of Colombia, 2 bales.

Receipts of Leaf Tobacco from the Country

For two weeks ending Dec. 31, 1915.			Since Jan. 1, 1915.	
Vuelta Abajo	1,287	bales	118,238	bales
Semi Vuelta	468	"	20,694	"
Partido	28,651	"	44,130	"
Remedios	28,276	"	235,592	"
Oriente	5,314	"	14,613	"
Total	63,996	"	433,267	"

We beg to add here, that the swollen receipts of Partido originated from the previous receipts of this class of tobacco, having arrived by carts and electric conveyances, as well as the leaf in bundles which has been packed here in the city. As far as Remedios and the Oriente leaf is concerned, it had mostly arrived in the suburb of Regla, and not previously been taken into account.

Cigars

As per the following statistics of the exports of cigars, from the port of Havana, up to the last day of December, the showing is better than most people dared to anticipate, owing to the continuance of the horrible destructive war in Europe, although if we should compare the exports, with the year 1913, there would be a falling off in them, to the extent of about one-third or 62,228,555 cigars. This shows, therefore, to what extent our cigar manufacturers have been the sufferers on account of the war.

Exports from Dec. 1, to Dec. 31, 1914,	8,205,919	"
Exports from Dec., 1, to Dec. 31, 1915,	13,928,026	cigars
Increase in the month of Dec., 1915,	5,722,107	"

Increase by countries in December, 1915, as compared with December, 1914:

1. Great Britain	2,597,672	cigars
2. Denmark	1,440,525	"
3. Chile	570,324	"
4. France	421,950	"
5. United States	309,390	"
6. Argentine Republic	148,535	"
7. Spain	80,666	"
8. Canada	73,000	"
9. French Africa	66,300	"
10. Uruguay	38,525	"
11. Spanish Africa	38,000	"
12. Egypt	36,100	"
13. Panama	35,400	"
14. Norway	30,500	"
15. Bolivia	25,000	"
Total	5,911,887	"

The only decrease of importance in the month of December, 1915, as compared with December, 1914, is, Australia with 259,545 cigars.

Exports from Jan. 1 to Dec. 31, 1914, were	123,951,118	cigars
Exports from Jan. 1 to Dec. 31, 1915, were	121,005,775	"
Decrease during the year 1915	2,945,343	"

This showing is not bad, if we consider, that in 1914 we had seven months of peace, and only five months of war, while in 1915 we had twelve months of war, therefore we have taken a step forward, and have not further receded.

The nine principal consuming countries, above one million per year, now stand as follows, viz.:

Decreases

1. Germany	5,187,946	cigars
2. Canada	4,547,637	"
3. Spain	3,744,445	"
4. Australia	2,080,396	"
5. France	1,950,026	"
Total	17,510,450	"

Increases

6. Great Britain	8,052,838	cigars
7. United States	832,139	"
8. Chile	802,053	"
9. Argentine Republic	358,411	"
Total	10,045,441	"

We must add, that we have left out Denmark, which has imported several million cigars from us during the year, but as we have not the exact figures at hand, at this moment, we leave this matter open until our next report. It can be seen that Great Britain has purchased more cigars from us, notwithstanding the war and an increase in the duties, than the United States with all her prosperity of late.

Partagas welcomed the arrival of its senior partner, Don Ramon Cifuentes, who returned on the 1st inst. from Spain, in the best of health and spirits. Their European representative, Mr. Gustave A. Padró also arrived last month from London, in order to spend a few months in his native country. The factory is very busy indeed.

Don Pepin Rodriguez, the senior partner of the Romeo y Julieta factory, who arrived in New York on the 1st inst., from Liverpool, is expected to get back here this week. The factory has all the orders to keep all hands busy at present.

Charles Landau, the representative of the famous H. Upman factory arrived here on the 8th inst. from New York, on his usual annual visit. He has done a big business of late in the United States and Canada. The factory is marching along under flying colors, as regards the receipt of orders from all the principal countries.

Por Larrañaga has noted no abatement in the receipt of orders from everywhere, and continues to work as strong as before the holidays.

Sol and La Devesa de Murias has received very satisfactory orders in the new year, and has been compelled to increase the forces of its cigarmakers.

Leaf Tobacco

The Spanish Regie sent two of its buyers over here from Madrid, Messrs. Pedro Rojas and M. Kindelan, and who arrived here on the 1st inst.

The Theobald & Oppenheimer Company purchased 2000 bales of leaf, when Mr. John L. Kolb was here last month, as we learned from a trustworthy source.

Leslie Pantin, Jr., arrived here on the 8th inst., from his vacation in the United States, and Mr. Leslie Pantin, Sr., was rejoiced to see him back again, as he feared for his health, on account of the cold spell in New York. The latter closed a very successful year, as he increased his purchases considerably over the previous one.

Lichtenstein Brothers, of New York, purchased 1200 bales of leaf, while Mr. Bernard Lichtenstein was in town here last month.

Shippers of leaf tobacco, from the port of Havana, during the last three weeks, ending January 4, 1916, above 300 bales, were:

Sobrinos de A. Gonzales, 3283 bales; Cuban Land and Leaf Tobacco Company, 2619 bales; Virgilio Suarez, 2308 bales; Maximilian Stern, 2169 bales; Leslie Pantin, 1933 bales; I. Kaffenburgh & Sons, 1803 bales; Walter Sutter & Company, 1125 bales; J. Bernheim & Son, 979 bales; Mark A. Pollack, 857 bales; H. Upmann & Company, 691 bales; C. E. Beck & Company, 569 bales; Michaelson & Prasse, 476 bales; Perez, Capin & Company, 433 bales; Hijos de Diogo Montero, 407 bales; E. H. Gato Cigar Company, 400 bales; Menendez & Company, 400 bales; J. F. Berndes & Company, 306 bales.

Oretaniv.

Tobacco Crop in Ontario

Information has been received from Ruthven, Ontario, located in the Windsor consular district, that large loads of the Warne variety of tobacco are being delivered to the buyers at Leamington every day, and as the prices range from twenty to thirty cents a pound quite a number of the growers receive as high as $1000 for a single large load. All of the Warne variety which was grown on sand is a nice bright yellow, which is always sold at a higher price than the dark-colored varieties, which are usually grown on clay soil. Quite a large acreage of Burley tobacco was grown in this district, which is now being stripped and put up in bales, the bulk of which already sold at a fair price. A few growers have received fourteen cents a pound for a first-class variety, while many others have sold at eleven and twelve cents. A large acreage will be grown here next season of both Warne and Burley.

Jose Junquera, a cigar manufacturer at 129 Water Street, New York City, has filed a petition in bankruptcy with liabilities $8093 and no assets.

San Francisco

December, 1915, Well Ahead of December in Previous Year —Manufacturers' Representatives Await With Interest Their Reception in Prohibition States

San Francisco, January 5, 1916.

AFTER a very busy holiday season, the San Francisco dealers are taking things a little easy, taking stock, counting up gains and getting lines on the future. The volume of the December business ran well ahead of the business of December, 1914, and well up to the best previous Decembers. Generally speaking, the weather was fine until after Christmas; and cigar buying on a larger scale was the rule. Many of the jobbers and larger retailers were entirely sold out of Christmas packings several days before the close of the season; and nobody has been found with any considerable quantity of holdover stock on hand.

Since Christmas, the biggest single thing affecting the trade has been the heavy rains which have been general all over the coast, and which are taken to assure good fruit and grain crops throughout the country. An element of uncertainty is to be reckoned on in the States of Oregon and Washington, where the liquor business was entirely eliminated on January 1st. Manufacturers' representatives with headquarters in San Francisco will delay their first northern trips a week or two in most cases to await the first results of the new order of things. Hopes are expressed that the worst has already been anticipated and that any revolution in the trade of those States will be of a gradual sort. This belief is fostered by the fact that notwithstanding Arizona went dry with the first of last year, the cigar business of that State was better in 1915 than for several years previous.

Arthur Bachman, president of S. Bachman & Company, accompanied by his wife and son, is taking a vacation in the East. He is expected to return early in the month.

Big things are supposed to be under way on the Pacific Coast for Seidenberg & Company, in the interest of their "Roi Tan" line, distributed here by Ehrman Brothers & Company, Front Street wholesalers. John Glenn, Western representative of the house, has left for the South to line up the early 1916 business for the "Roi Tan." Horace Gladstone, for a number of years past Pacific Coast representative of Bondy & Lederer, has been secured to look after the "Roi Tan" interests in the States of Oregon and Washington. Mr. Gladstone is now in his territory and is expected to begin to get results at once.

On the coldest, rainiest and windiest day of the last few years, which day happened to fall within the limits of the present week, a nice letter was received from C. "Webster" McCormick, now in New York, telling how in the midst of the horrors of an Eastern winter he was longing for the sunshine and flowers of San Francisco. Mr. McCormick is the Coast representative of Y. Pendas & Alvarez.

Edward Wolf, formerly of the Edward Wolf Company, who is representing in this territory the "Don Antonio" line of H. Anton Bock & Company, of New York, has established temporary offices in a portion of the building formerly occupied by the Edward Wolf Company. He is, however, negotiating for permanent quarters and may be ready for an announcement of his new location within a few days.

The M. A. Gunst & Company annual convention of Pacific Coast managers came to a close in San Francisco with the close of the year. Practically the entire managerial force of the company was in attendance; and an entertaining and instructive time is reported. The gathering closed with a banquet given the visitors by the local Gunst organization of managers, known as the "M. A. G.'s" of San Francisco. It was an event of surprises and joshes and was mightily enjoyed by everybody.

Some time next week H. H. Manley, factory representative of the American Cigar Company, will begin his initial travels for 1916. He will cover the entire coast from San Diego to Puget Sound before coming back for a visit with the San Francisco trade. He reports a splendid wind-up for the year just closed.

William Bercovich, of the Capital City Cigar Company, wholesalers of Sacramento, Cal., was in San Francisco last week visiting his friends in the trade. Mr. Bercovich was formerly connected with his brother, H. Bercovich, in the wholesale and retail business in San Francisco.

Glasser Brothers, Montgomery Street jobbers, are adding considerably to their delivery equipment. Arrangements have been made to add two new automobile delivery wagons for the early spring business.

Solly Siebenhauer, said to have been in the wholesale cigar business longer than any other man in the State, is again back in the harness after a lay-off of several years. In connection with Kurt Hosaeus, vice-president of the La Prueba Cigar factory, of Manila, Mr. Siebenhauer will look after the wholesaling of that well-known line of Manila cigars. The headquarters will be at Front and California Streets, where the agency for "La Prueba" cigars has been located since the line was put on sale here several years ago.

The wholesale and retail cigar business of Charles F. Cottrell, at Watsonville, Cal., has been sold to E. Garbarino.

Charles H. Knubel, Western representative of "Charles the Great," is still taking a vacation at his San Joaquin Valley ranch. He is expected back within a few days for a short stay here, prior to leaving on his first long trip of the year which will occupy several months and carry him through a half dozen Western States.

Lex Ehrman, of Ehrman Brothers & Company, wholesale cigar dealers, of this city, who has been absent in Manila for several months, is expected to return to San Francisco the latter part of February or early in March.

Allen.

Imperial Tobacco Company Will Not Buy at Henderson

After weeks of waiting on the part of farmers and business men, announcement was made at Henderson, Ky., that the Imperial Tobacco Company would not be in the market in that judicial district this season. The company has not bought in this territory since being indicted by a Henderson county grand jury more than two years ago. The indictment charged the company with being a trust in restraint of trade. A Union County jury found the company guilty and fixed the fine at $3500 in two cases which was afterward reversed by the Court of Appeals.

Efforts on the part of some of the farmers and business men to induce the Imperial to re-enter the market here have proved futile. Several largely signed petitions have been presented to Edwin Hodge, local manager for the company, who forwarded them to the head office in Richmond, Va. After considering the petitions and reviewing the situation the company decided to remain out of the local market for the present at least.

RETAIL RINKLES

Catchy Schemes Used Successfully By Thinking Men To Improve, Enlarge and Popularize Their Business

It has been suggested by the Gerlach-Barklow Company, of Joliet, Ill., and Toronto, Canada, that February 29th, the extra day of the current year, be a "Prosperity Day," and this certainly affords retail cigar and tobacco merchants an unusual opportunity to launch their favorite premium plan, and assign some reason as to why they are prepared to "go the limit" in making the year 1916 the banner year in their history.

Prosperity Day

There is hardly a cigar and tobacco merchant who cannot offer some inducement to the buying public and to boost the idea of a "Prosperity Day," whether they are users of the premium plan or otherwise.

The thought which Gerlach-Barklow Company evidently desire to promulgate is for each individual to "Think, Feel and Talk Prosperity," and to follow this in such homeopathic doses that calamity howlers will be unable to find a spot upon which to rest their tired feet.

Now then, everybody, get together, and make this February 29th one real downright "Prosperity Day," that will last until the year 1916 shall have passed into the discard. It's surprising what results can be obtained by having every one boost just a little.

* * *

For those cigar and tobacco dealers who began the New Year with a resolution to take advantage of all special occasions, we beg to direct their attention to February 12th and 22d, as the next available dates upon which their windows may be decorated with appropriate decorations.

Birthday Displays

Coming as this first named date does upon Saturday, it affords splendid opportunity for the dealer to make whatever sort of appeal that will most readily meet the requirements of his customers. If they be such as will take this opportunity of spending the day out of town, present your selling talk to secure a sufficient number of favorite cigars or cigarettes before leaving for the contemplated visit. If the customers be of the kind that will remain at home direct the selling talk toward the laying in of a sufficient quantity that will last over the double holiday of Saturday and Sunday.

In any event see to it that your windows are supplied with fresh stock, and arranged in as attractive a manner as is possible.

* * *

There is a cigar company in Chicago that is putting to the test the premium system. In introducing their new cigar known as "City Light," they are offering a moire-lined, russet-colored padded leather cigar case for the return of twenty-five bands taken from their new cigars.

A Cigar Case for Bands

These cases fit the coat or vest pocket, and can be obtained from their local dealer, or will be sent, postage prepaid, direct from the firm's headquarters, upon receipt of the required number of bands.

There is one cigar and tobacco merchant who has carved a niche for himself and his business in the minds and hearts of the feminine members of the families from whom his customers are drawn.

The method by which this retailer has succeeded in providing himself with the good will of his customers and their families, has been the establishing of a "Present Exchange" through the medium of his circular letters which are sent out about the fifth of each month.

A "Present Exchange"

Those sent out in January contained a list of presents that had been duplicated or so nearly doubled as to make an exchange desirable, and containing a brief description and an approximate valuation, so that the person desiring to take a "swap" would know about what priced article to offer in exchange.

No names are given, and everything concerning the exchange is conducted along the basis of numbers, and the persons making the exchange do not know from whom the article is received nor to whom their article is given, as the tobacconist had adopted the plan of having each article brought to his shop, and redelivered from there. On the circular letters sent out was the statement that persons using his bureau of exchange would accept it only on condition that no questions would be asked as to the disposition of the articles which it was desired to exchange.

* * *

There are many cigar and tobacco dealers, located in the smaller towns, who increase their profits, and afford accommodation to many of their patrons by making their store the headquarters for a reliable laundry, and having the clean and soiled linen delivered at their store.

Profits from a Laundry Agency

One such merchant trailed along with what business he had, and was trying various means to add to this in a legitimate manner, but never could seem to put over just the plan that resulted in a permanent increase in the merchandise which adorned his cases and shelves.

It is a fact that when men begin to seek the light they are seldom denied, so this cigar dealer was after the trade of those men who accepted this courtesy of his laundry service, but spent very little for his own particular goods.

When the manager of the laundry came around on one of his regular inspection trips, this cigar dealer engaged him in conversation relative to some plan whereby he could secure a larger percentage of this "floating" trade.

The result was, that between them, good stout laundry bags were made up and announcement made in the daily papers and by window cards, stating that when a customer could show receipted slips from the laundry, in connection with a given number of sales slips from the tobacconist, one of these laundry bags, bearing the initials of the customer, would be presented to him.

There are mighty few men accepting the courtesy of the cigar dealer who are not steady spenders in that particular "smoke shop."

LEAF TOBACCO GROWN IN BRAZILIAN TERRITORY IS EQUAL TO THE ISLAND OF CUBA PRODUCTION

Ranks as Second Most Valuable Crop in Bahia District—Europe Classes Filler Leaf Next to That From Cuba —New Crop Smaller Than Former One

TOBACCO, after cocoa, is the most valuable crop produced in the Bahia district and forms about 30 per cent. of the total exports from this city. An idea of its importance may be gathered from the fact that exports of it alone are worth about $5,000,000 per annum and consist of some 60,000,000 pounds of leaf, not counting the large amount consumed within this State. The total production therefore is about the same as or greater than that of Cuba, and Bahia leaf is regarded in Europe as ranking next after the tobacco from that island for filler.

Most of the tobacco produced in Brazil is grown in the eastern part of the State of Bahia, and centers in the small area comprised between the towns of Maragogipe, Cachoeira, and Feira de Santa Anna, whence it is brought to Bahia city for manufacture into cigars and cigarettes and for export in its natural state. By far the greatest proportion is exported, but a large amount annually is manufactured here for domestic consumption. About 37,000,000 cigars and 17,000,000 cigarettes will be shipped out of this State to other parts of Brazil during 1915.

Bahia's record year for leaf tobacco exports during the past quarter century was 1902, when 621,000 bales of 154 pounds were shipped; 455,000 bales were exported in 1898, 451,000 in 1901; 427,000 in 1893; and 420,000 in 1910, these being the only years during that period when shipments exceeded 400,000 bales. In 1911 exports dropped to 259,360 bales, but rose to 339,240 bales in 1912; 361,343 in 1913, and 374,038 in 1914. Up to November 24th Bahia's leaf tobacco exports for 1915 totaled 358,388 bales.

In ordinary years before the war about 40 per cent. of the exports went to Hamburg, 40 per cent. to Bremen, and 17 per cent. to Argentina, none going to the United States. During January-October, 1915, the shipments to the different destinations were: To Marseille, 6024 bales; Cadiz, 25,219; Lisbon, 35,620; New York, 6331; Bordeaux, 56,033; Buenos Aires, 87,117; Amsterdam, 36,727; other ports, 16,363; total shipments to October 31st, 269,424 bales.

Shipments for the United States invoiced at the Bahia consulate from January 1st to November 24, 1915 (most of which were in the latter month), totaled 3,433,238 pounds, valued at $498,092. It is believed that most of this is for temporary storage, to avoid the ravages of the tobacco worm and to await advantageous conditions for re-export to other countries.

Prices for tobacco from Bahia before the war, of course, varied considerably, but may be averaged roughly in ordinary years as $3 to $3.50 f. o. b. vessel at this port for best export qualities. Average qualities are worth about 50 cents less. These prices are per arroba of 15 kilos, or 33 pounds. Prices in warehouse Bahia are 50 cents less than f. o. b. prices, and prices in the tobacco district are about 75 cents less than the prices in warehouse at this city. The first sales of the 1914-15 crop, made in September, 1914, were around $2 per arroba in Bahia warehouse, that unprecedentedly low price being caused by the anticipated closure of the German market and the fear that there would be no outlet for the crop. The price rose slowly, however, to around $2.25 or $2.50 during the past August (1915), and from then on mounted rapidly to its present figure of $3.25 or $3.50, which is equivalent to $3.75 or $4 per arroba f. o. b. vessel.

The shipments that formerly went to Germany were nearly all made on consignment, so that with regard to them the f. o. b. price at Bahia was generally used, while sales to Argentina were and still are practically all at c. i. f. Buenos Aires figures. To make this price the freight of 12½ cents per arroba (before the war, now 20 cents) and 1 per cent. insurance should be added to the f. o. b. quotation at this port.

Freight rates are now 75 shillings per ton of 600 kilos ($18.25 per 1320 pounds) plus 10 per cent. primage to New York, and 125 shillings ($30.40) plus 10 per cent. primage to Holland. From this rate shippers who use only the steamship lines forming what is called here the shipping "combine" or "ring" receive a rebate at the end of every six months. It is announced that from January 1, 1916, even these rates are to be very considerably augmented, that to New York to 100 shillings ($24.30) plus 10 per cent. primage, and to Holland in proportion.

Indications are that the new crop now being harvested will be slightly smaller than the last—which it is estimated will reach 400,000 bales when all shipments shall have been made. The quality of the new crop is excellent, and high prices are being received for it. Sales began in August at $1.25 per arroba in the country districts, which was equivalent to $2 in warehouse here; present prices, however, are about $2.50 in the country and $3.25 in Bahia. Early prices for the new crop are generally higher than later on, notwithstanding the tobacco must be held awaiting shipment until the 1st of March and that it is generally brought in not thoroughly cured and loses a considerable percentage (often amounting to as much as 20 per cent.) by shrinkage. The leaves from the first and second cuts, however, are larger and of better quality than those from succeeding ones.

No statistics are kept as to the number of cigars and cigarettes manufactured in the Bahia district, but makers themselves estimate that not fewer than 60,000,000 cigars are made by the large manufacturers alone, without counting the numberless very small establishments and individual makers, and about 500,000,000 cigarettes. Official statistics show that 128,817 pounds of cigars and cigarettes were shipped out of this State in 1910; in 1911, 112,893 pounds; in 1912, 122,379 pounds; in 1913, 122,758 pounds; in 1914, 116,719 pounds; and that from January 1st to November 24, 1915, the shipments totaled 34,364,212 cigars and 15,024,050 cigarettes. During the year before the war (1913) 95 per cent. of the cargoes went to other States in Brazil and most of the rest was divided between Hamburg and Buenos Aires.

The only snuff factory in all Brazil is that located at Bahia. Its product, which one informant estimates at 100,000 pounds a year, is sold at about 45 cents per pound.

The tobacco imported at Bahia from all countries was valued at $177,283 in 1912; $140,918 in 1913, and $102,501 in 1914, but no official figures are at hand showing what proportion of it was brought from the United States. The chief local importer of American tobacco, however, estimates that about 60 barrels of 1100 pounds each come here annually from the United States. This, which he calls "Virginia leaf," is stated to cost on the average from 30 to 40 cents per pound c. i. f. Bahia.

The American tobacco brought to Bahia is used only for blending in the manufacture of cigarettes, and that from other countries principally for cigar wrappers. No manufactured tobacco is imported, and it is not believed that there is any opening whatever for either American cigarettes or pipe tobacco. Pipes are not smoked here, while the

(Continued on Page 34)

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.

REGISTRATIONS.

YOU 4 ME:—31,278. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 29, 1915. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

GUAVA:—31,279. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. December 31, 1915. Pasbach-Voice Litho. Co., New York, N. Y.

CIPOCA:—31,280. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco and snuff. January 4, 1916. Cien Porciento Co., New York, N. Y.

GLARO:—31,281. For cigars. January 4, 1916. Petre, Schmidt & Bergman, Philadelphia, Pa.

EDLO:—31,282. For cigars. January 7, 1916. Edward J. Logue, Philadelphia, Pa.

QUANTO COSTA:—31,283. For cigars. January 7, 1916. M. F. D. Scanlan, Wayne, Pa.

MENKERA:—31,284. For cigars, cheroots, stogies, chewing and smoking tobacco. January 10, 1916. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

MARSHALL MASSENA:—31,285. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 10, 1916. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

LOUIS XV:—31,286. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 10, 1916. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

MONTESQUIEN:—31,287. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 10, 1916. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

MENEPTA:—31,288. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 10, 1916. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

MARCUS LIVINS:—31,289. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 10, 1916. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

CHARLIE FORD'S PITTSBURGH STOGIES 3 FOR 5:—31,290. For stogies. January 10, 1916. Frings Bros. Co., Philadelphia, Pa.

PONGEE:—31,291. For cigars. January 11, 1916. Petre, Schmidt & Bergman, Philadelphia, Pa.

TRANSFERS.

RAGEN COLTS:—31,144. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Transferred December 30, 1915, to Henry D. Freeman, by Joe Matchews, Chicago, Ill.

UNION ABE:—27,194. For cigars, cigaroos, cheroots, stogies and tobies. Transferred January 7, 1916, to Sidney J. Freeman, New York, N. Y., by Morgan & Co., Terre Hill, Pa.

UNION PLEASURE:—18,308. For cigars, cigarettes and cheroots. Transferred January 7, 1916, to Sidney J. Freeman, New York, N. Y., by Morgan & Co., Terre Hill, Pa.

UNION DAVIDSON:—18,309. For cigars, cigarettes and cheroots. Transferred January 7, 1916, to Sidney J. Freeman, New York, N. Y., by Morgan & Co., Terre Hill, Pa.

PROFESSOR SAMUEL P. LANGLEY:—31,807. For cigars, cigarettes and tobacco. Transferred January 7, 1916, to Sidney J. Freeman, New York, N. Y., by Morgan & Co., Terre Hill, Pa.

GIRL FROM PARIS:—For cigars, cigarettes, etc. Transferred January 7, 1916, to Sidney J. Freeman, New York, N. Y., by S. J. Freeman & Sons, New York, N. Y.

THE ORIGINAL 13:—14,592. For cigars. Transferred January 11, 1916, to "B & A Cigar Factory," Philadelphia, Pa., by Petre, Schmidt & Bergman, Philadelphia, Pa.

February 1st has been the date set by the John Cashatt Company, Columbus, O., for the occupancy of their new store-room at 18 North High Street, that city.

Good Year for Ohio and Maryland Tobacco

The 1914 crop of Maryland tobacco marketed in 1915 consisted of 29,440 hogsheads, including 1043 hogsheads of new ground leaves of 1915 growth, and about 985 hogsheads of Bay or Western Maryland tobacco. The 1915 crop is estimated at about 25,000 hogsheads. The Maryland crop of 1914 proved to be a good average quality with quantity somewhat above expectations.

The quality, judging from the small quantity of new tobacco sent to market so far, is doubtless of good serviceable grades, showing much bright and colory varieties suitable for our markets, especially the European grades. Of new ground leaves 1043 hogsheads were received, the color and quality of which was very good, all being remarkably free of sand, and the bulk of the leaves were of medium and finer grades, all of which have been sold at prices ranging from 3½ to 12 cents per pound for very bright and yellow color.

The crop of Bay or Western Maryland tobacco that came to market amounted to 985 hogsheads, of which about 215 hogsheads were fire-cured and 770 hogsheads were air-cured.

The total receipts for 1915 of Eastern Ohio tobacco, which nearly all is sold in the Baltimore market, were 4324 hogsheads of which fully one-third were air-cured, and as there were 881 hogsheads of the previous crop unsold January 1st, the total offerings were 5205 hogsheads. During the year 3728 hogsheads were sold, leaving an unsold stock of 1470 hogsheads, the greater part of which consists of French grades, both of fire- and air-cured variety.

Prices during the past year have been on a very uniform basis, there being no quotable advance or decline during the entire year. The demand was most active for all colory grades, and especially for good to fine hogsheads showing bright color, and for which as high as 25 cents per pound was again obtained. Flue-cured tobaccos were very much sought after for home consumption, and commanded full prices, but there was hardly enough of this variety offering to supply the demand, which is increasing every year.

Low grades of all kinds found a good market at fair prices, but as this crop proved to be about the best we have sold for twenty years the supply of low grades was comparatively small.—"Baltimore American."

Cigar Factory to Be in Operation in Blackwell, Okla.

The Blackwell Cigar Company, of Blackwell, Okla., has recently leased the McGee Building and will operate a manufacturing, wholesale and retail cigar business at that location as soon as alterations are completed to meet the requirements of the law governing the manufacture of cigars.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

LANCASTER STOGIE COMPANY,
MANUFACTURERS OF HIGH GRADE STOGIES,
120 Water St., Lancaster, Pa.

For Sale.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

TRUSTEE'S SALE—George E. Shaw, Trustee, Assigned Estate of B. Labe & Sons, Court of Common Pleas, of Philadelphia County, No. 1, March Term, 1915, No. 4460.

139 Cases 1911 Pennsylvania Broadleaf Tobacco.
10 Cases 1910 Pennsylvania Broadleaf Tobacco.
56 Bales Sumatra Tobacco.
9 Bales Java Tobacco.
5 Bales Havana Tobacco.
Sundry Office Fixtures.

Above goods will be sold at Public Auction, Tuesday, February 1st, 1916, at 11 A. M., by Wm. F. Comly & Son, Auctioneers, at their warehouse, No. 27 South Second Street, Philadelphia. Samples may be examined Monday, January 31st, and also on day of Sale.

For Sale.

WINNER WHEREVER PLACED—Our guaranteed pure Havana filler cigar with genuine Havana wrapper. Retails for 5c.; good profits for retailer. Address, Lasteco Cigar Co., Quincy, Fla.

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

JOBBERS WANTED—To push the sale of the famous "Silver Ax" five-cent cigar. Pansy Cigar Company, Lederach, Pa.

WANTED—Cigar factory account making cheap line. Have a ready market if goods are right. Address, P. C. Wiggenhorn, Broker, 631 McKnight Bldg., Minneapolis, Minn.

Situations Wanted.

POSITION WANTED—By a first-class manufacturer, as general superintendent. Thoroughly understands all branches of manufacturing, including hand-, suction-made and little cigars. First-class judge on tobacco and blendings. Box 97, "Tobacco World."

Help Wanted.

WANTED—Experienced cigar salesman for Philadelphia and vicinity. D. S. Erb & Co., Boyertown, Pa.

Heavy Foreign Demand for Tobacco Reported

Large purchases of tobacco in the southern part of Kentucky and a decidedly more hopeful tone in the market elsewhere were reported recently by C. H. Berryman, of Lexington, who attended a meeting of the Executive Committee of the Board of Directors of the Burley Tobacco Company. Mr. Berryman said that since the British restrictions against the movement of tobacco had been removed heavy purchases for Germany and Austria, always good customers, were being made daily, and that the outlook for a successful year was bright. He believed Germany and Austria were securing their tobacco, after purchasing in the United States through Holland.

President Clarence LeBus, Vice-President A. L. Ferguson and Secretary James Hall attended the committee meeting, held at the plant, formerly the Strater Brothers factory, 506 Caldwell Street. John W. Hall, manager, said only routine business was attended to during the meeting. Similar meetings are held every week.

Westerman Cigar Company Expands

The Westerman Cigar Company, of Pittsburgh, Pa., will hereafter be known as the Westerman, Amdur & Enelow Company, jobbers in cigars and stogies.

As a result of their rapidly growing trade, they have added facilities that will place them in the front rank in the wholesale cigar business.

Both Mr. Westerman and Mr. Amdur are former employees of the firm of L. Goldsmith Brother & Company, and have considerable experience in the cigar jobbing business. Mr. Amdur had been with the above firm for five years prior to his association with Messrs. Westerman and Enelow.

Mr. Enelow is a well-known stogie manufacturer of Pittsburgh.

"Havana Ribbon," "44," "El Dallo" and "El Roi-Tan" were among some of the popular brands shown at the recent opening of A. Rosen's Grand Cigar Stand at Baltimore and Holliday Streets, Baltimore, Md. The location is an excellent one, adjoining as it does a decidedly popular moving picture theatre which permits of smoking.

LEAF TOBACCO GROWN IN BRAZIL, ETC.

(Continued from Page 32)

excellent cigarettes made locally retail on the average at the equivalent of 5 cents per package of 20, though cheap makes can be bought for 2½ cents and the best ones for 7½ cents per package. The best cigars, excluding extra large sizes and fancy brands, retail at $5 per 100.

The fact that cigar boxes are manufactured in Brazil and are protected by high import duties appears to preclude the possibility of importing them from foreign countries. Boxes made in the southern part of Brazil are delivered to Bahia cigar factories at the rate of $3 to $4 per 100 boxes, in the form of shooks ready cut to put together, facturer consulted, about 1,500,000 of them brought to this city annually. The paragraph of the Brazilian tariff applying to them (sec. 330) provides for an ostensible duty of 2 milreis per kilo (22.7 cents per pound); but as part of this is payable in gold and there are surtaxes and other charges, the actual duty in practice would work out at least 75 per cent. higher.—"Commerce Reports."

(The addresses of exporters of leaf tobacco and of manufacturers of cigars, cigarettes and snuff in Bahia and vicinity may be had upon application to the Bureau of Foreign and Domestic Commerce or its district offices; refer to file No. 70389.)

Lexington Tobacco Warehouse Introduces Ford Plan

The directors of the Farmers' Home Tobacco Warehouse Company, of Lexington, Ky., seeing reason in the rebate offer of the Ford Motor Company, have made a proposition to the farmers in their territory, whereby all profits above a six per cent. dividend to the stockholders will be returned to the patrons in proportion to the amount of tobacco they have brought to the warehouse.

Their proposition is stated in the following advertisement from a Lexington paper:

"The Farmers' Home Tobacco Warehouse Company has adopted the profit sharing plan. This means the net profits above six per cent. dividend, instead of being given to the stockholders, are to be given to you in proportion to your patronage.

"The more tobacco we get, the larger will be the profits returned. This profit sharing plan is guaranteed by the undersigned directors. We were the first house in Kentucky to offer our warehouse to the farmers on the profit sharing basis.

"Mr. Ford, the automobile manufacturer, made this proposition, and returned $50 on every automobile; if we can get your support and sell 5,000,000 pounds of tobacco, we can return you fifteen to twenty cents on every hundred pounds sold. We guarantee to divide the profits, the other fellow keeps it.

"The farmers see the proposition, and in consequence we have more than sold our pro-rata. The average of the Lexington market to date has been $15 per hundred, the Farmers' Home average is $10.61, a net gain to our customers of sixty-one cents. This has been accomplished by honest methods, and fresh tobacco, which is always attractive to the buyer.

"We have the second largest house in Lexington; it can house one hundred and twenty wagons; the stables are separate and apart from the warehouse, with one hundred and twenty box stalls. We have one hundred and thirty farmers as stockholders who control and direct the policy of this house.

"We solicit your patronage and influence, and invite you to call and inspect our house and investigate this plan, because it means a saving to you.

Additional Weekly Service Between New York and Havana

In order to care for the increasing traffic between New York and Cuba, the New York and Cuba Mail Steamship Company announces that with the sailing of the steamship "Mexico" from New York on January 6th, a weekly express service will be inaugurated between New York and Havana. Hereafter sailings will be at noon on Thursdays from New York, and during the afternoon on Thursdays from Havana, each week. This service is in addition to the Saturday express sailings which will be carried on as heretofore by the steamers "Havana" and "Saratoga."

Attractive Calendar Issued by Horner Tobacco Company

This office has been among those fortunate enough to receive a copy of a very attractive calendar just issued to the trade by the Horner Tobacco Company, of Dayton and Gettysburg, O., well-known packers of leaf tobacco and manufacturers of scrap filler tobacco. The subject is "The Trail of the Fox," reproduced in colors from the original painting by J. A. Mehlte. As we contemplate the scene, we are taken into one of the old homes of old England, in the days of half a century or so ago. We see a party of hunters in their typical red coats, just in from an exciting ride to the hounds. They have hauled out an old map of the county and are tracing the trail that the fox led them, from the moment that the first whimper came from some steady hound as he caught the near scent, until, half an hour or so later, after horses have begun to feel weak and some of the riders have dropped out of the running, the fox is at last killed—or perhaps escapes safely into an open drain—and a good run is done. Altogether it is a striking and characteristic English country scene, and with the brightness of the red coats makes a picture full of the attraction which this warm color always produces.

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

J. K. LEAMAN
Packer of and Dealer in **Leaf Tobacco**
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-In-Hand, Lancaster Co., Pa.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sawed CIGAR BOXES, Go to Established 1880
Keystone Cigar Box Co., Sellersville, Pa.
Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
MONROE D. SELLERS, SELLERSVILLE, PA.

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

JOSE F. ROCHA Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.

IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.

Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.

Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania

151 North 3d St., Philadelphia

For Quick Results
try The World's "Want Page"

A. Cohn & Company

Importers of Havana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra

142 Water Street, . . . New York

Established 1870 Factory No. 79

S. R. KOCHER

Manufacturer of Fine Havana and Domestic Cigars
and Packer of Leaf Tobacco

Leading brands—"Volitta," "Quaker," "Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"

Correspondence with wholesale and jobbing trade invited

Factory and Offices: WRIGHTSVILLE, PA.

MANUEL MUNIZ HILARIO MUNIZ
VENANCIO DIAZ, Special Partner

MUNIZ HERMANOS
S en C
Growers and Dealers of
VUELTA ABAJO, PARTIDO
AND REMEDIOS TOBACCO
Reina 20, Havana

CABLE: "Angel" Havana P. O. Box 98

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

JULIUS MARQUSEE, 141 Water Street, New York
Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3956 JOHN

Established 1890 Correspondence Solicited

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HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon
Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

CARDENAS y CIA Cable Address, "Nasdecar"

Almacen de Tabaco en Rama

SPECIALTY—VUELTA ABAJO AND ARTEMISA

126 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER
Leaf Tobacco Merchant

HAVANA, CUBA—Consulado 115
NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W
WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
WOODHAVEN AVENUE, GLENDALE, NEW YORK

GEO. SCHLEGEL
22nd St. and Second Ave.,
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MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

SOBRINOS de A. GONZÁLEZ
Founded 1868

LEAF TOBACCO MERCHANTS

Packers of VUELTA ABAJO, SEMI VUELTA,
PARTIDO, and all varieties of Tobacco grown
———in the Santa Clara Province———

Cable Address "ANTERO"
WAREHOUSES and OFFICES
INDUSTRIA, 152, 154, 156, 158, HAVANA, CUBA

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 196 WATER STREET, NEW YORK

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office: SAN MIGUEL 136 Puerto Rico Warehouse: CAYEY New York Office: 178 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.
Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Michaelsen & Prasse
Commission Merchants
Leaf Tobacco & Cigars
18 Obrapia Street, Havana, Cuba
Address: Cable "UNICUM" P. O. Box 28

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877 NEW FACTORY 1904
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Steam Cigar Box Manufacturers
AND MAKERS OF
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HEYWOOD, STRASSER & VOIGT LITHO. CO.
26TH STREET & 9TH AVENUE, NEW YORK
MANUFACTURERS OF
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PHILADELPHIA OFFICE. 420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING
GIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flaver
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

Parmenter Wax-Lined
Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS 90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY CIGAR BANDS SHOW CARDS FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY
These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. :-: No bogus Advertising admitted.

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IRREGULAR PAGINATION

HEYWOOD, STRASSER & VOIGT LITHO. CO.
26TH STREET & 9TH AVENUE, NEW YORK
MANUFACTURERS OF
CIGAR BOX LABELS
BANDS AND TRIMMINGS
WESTERN OFFICE. 167 W. WASHINGTON ST. CHICAGO, ILL.
PHILADELPHIA OFFICE. 420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING
GIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS.. - - - - U. S. A.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS 90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37th ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY CIGAR BANDS SHOW CARDS FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY
These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. :-: No bogus Advertising admitted.

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IRREGULAR PAGINATION INTENTIONAL 2ND EXPOSURE

Start the New Year Right

Cuesta, Rey & Co. just closed the most successful year in their history—a success made possible because dealers handling their line PROSPERED.

Embodying the HIGHEST QUALITY in every detail, "CUESTA-REYS" command the respect of the cigar world. ONCE SMOKED—FOREVER LIKED, and gaining in popularity every hour.

A SURE WINNER TO THE LIVE DEALER. Giving him a sound basis for a permanent business, a line without a rival and service above par.

Can any dealer have better "talking points" than these?

"Made in Bond"---By Cuesta, Rey & Co.
"X-Ray Sterilized Before Leaving Factory"
"Highest Grade Tobaccos Purchasable in Cuba"
"A Reputation Without a Blemish"

Tampa **Cuesta, Rey & Co.** Havana

The Original and Genuine
Central Union
Smoking Tobacco
in a New Cut
Packed in a Pocket-proof Package
1½ ounces—5 cents
United States Tobacco Co.
RICHMOND, VA.

BACHIAS
Havana Cigars
For Men of Means
Renowned for Uniformity
IDENTIFIED BY THE GREEN AND GOLD BAND
R. A. BACHIA & CO.
47 West Sixteenth St. New York

Quality Paramount
CELEBRATED
H. UPMANN CIGARS

Strictly Independent Manufacturers

CHAS. LANDAU
Sole Agent for United States and Canada
82 Wall Street New York
Board of Trade Bldg., Montreal, Canada

THE TOBACCO WORLD

FEBRUARY 1st
1916

Leading Features

Many Lines of the Tobacco Industry Affected by European Struggle

Otto Eisenlohr & Brother to Incorporate With Capital of Nine Millions

Tobacco Merchants' Association Directors Meet at Busy Session

Independent Dealers and Tobacco Merchants' Association Differ on Question of City Street Stands

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Independent Retailers and Chain Stores

Annual Statistics From Island of Cuba

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

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F. C LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

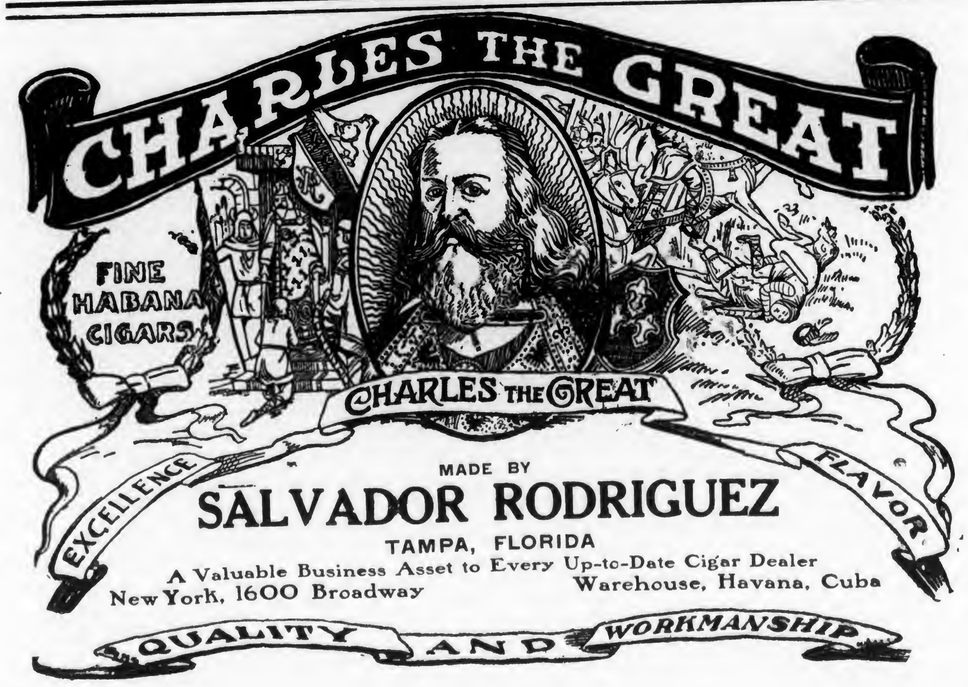
Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

TRADE MARK
Reg. U. S. Patent Office



SOL HABANA

Behrens & Co.

Havana, Cuba
Consulado 91-93

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

FLOR DE
MELBA
THE HIGH NOTE OF QUALITY

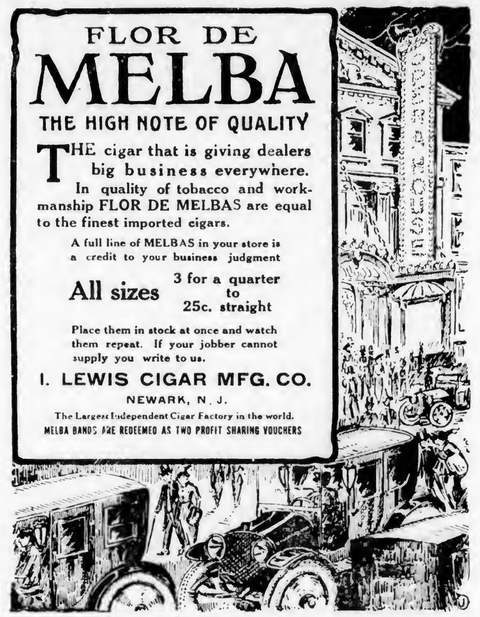
THE cigar that is giving dealers big business everywhere. In quality of tobacco and workmanship FLOR DE MELBAS are equal to the finest imported cigars.

A full line of MELBAS in your store is a credit to your business judgment

All sizes 3 for a quarter to 25c. straight

Place them in stock at once and watch them repeat. If your jobber cannot supply you write to us.

I. LEWIS CIGAR MFG. CO.
NEWARK, N. J.
The Largest Independent Cigar Factory in the world.
MELBA BANDS ARE REDEEMED AS TWO PROFIT SHARING VOUCHERS



TWO NEW SIZE

SINTOMA

10c CIGAR

Blunt and Club, in the popular 10-top $\frac{1}{20}$-packing. Same real Portuondo quality at the right price. . . . . .

Juan F. Portuondo

Cigar Mfg. Co., Philadelphia

If you are a Wise Jobber

GET EXCLUSIVE CONTROL

of one of our stogie brands because we sell only one jobber in a territory. Our goods are selling on their merits and are bringing duplicate business.

Try OUR Stogie Brands.

"Columbus 1492" Retail 3 for 5c.
"Columbus Dutch Tops" Retail 2 for 5c.

Write for territory to

COMMERCIAL CIGAR COMPANY, Newark, Ohio

For Gentlemen of Good Taste

SAN FELICE 5 CIGARS FOR GENTLEMEN OF GOOD TASTE DEISEL-WEMMER CO. MANUFACTURERS LIMA, O.

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. C LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

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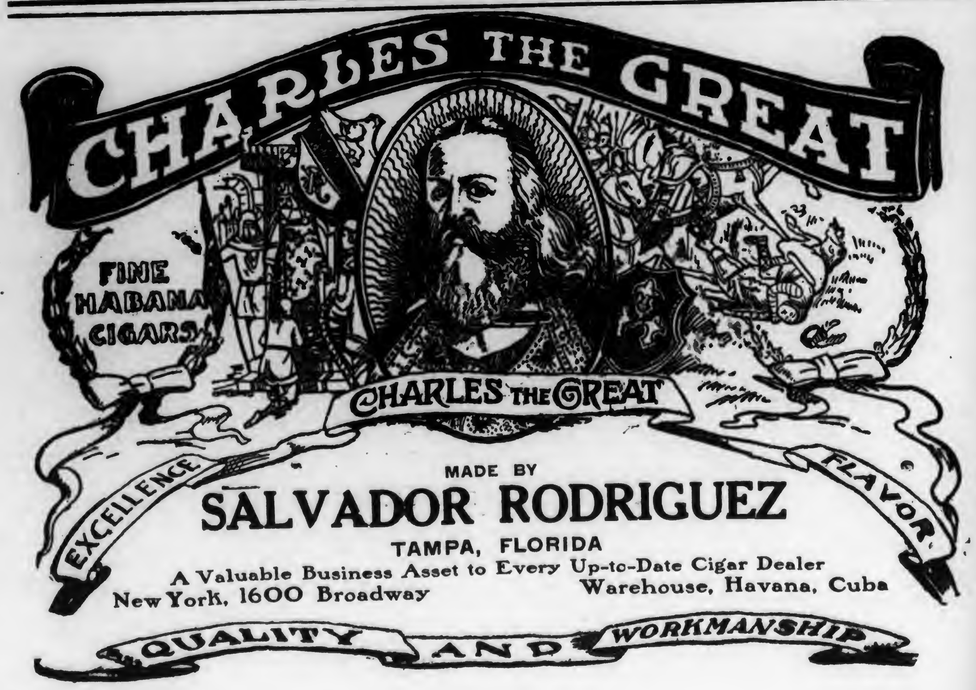

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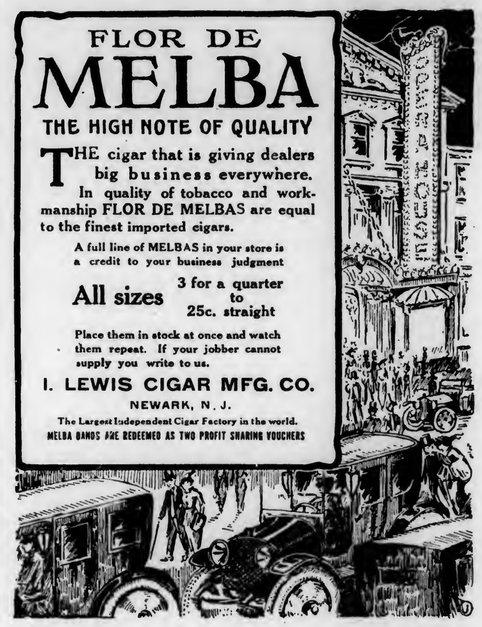

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COMMERCIAL CIGAR COMPANY, Newark, Ohio

For Gentlemen of Good Taste

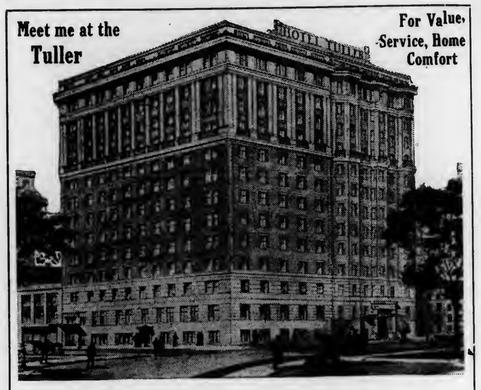
San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

INTENTIONAL 2ND EXPOSURE

Meet me at the Tuller

For Value, Service, Home Comfort



New **HOTEL TULLER**
Detroit, Michigan

Center of business on Grand Circus Park. Take Woodward car, get off at Adams Avenue

ABSOLUTELY FIREPROOF

200	Rooms,	Private	Bath,	$1.50	Single,	$2.50	Up Double
200	"	"	"	2.00	"	3.00	" "
100	"	"	"	2.50	"	4.00	" "
100	"	"	"	3.00 to 5.00	"	4.50	" "

Total 600 Outside Rooms
ALL ABSOLUTELY QUIET

Two Floors—Agents' Sample Rooms

New Unique Cafes and Cabaret Exellente

COPENHAGEN
Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

WEYMAN-BRUTON COMPANY
50 Union Square North — New York, N. Y.

The Exceptional Cigar

BUSTILLO BROS. & DIAZ, Inc.

GENERAL OFFICES
267 Fourth Avenue — New York City

Greetings for 1916

From the Jobber, Retailer and Consumer, comes Praise that the LA SARAMITA continues the BEST in all that is Havana, covered with Broadleaf, of the Milder Quality

Manufacturing and Selling just one brand

LA SARAMITA

for nearly a quarter of a century is the REAL EVIDENCE that the CIGARS ARE RIGHT

THE SHIELDS-WERTHEIM CO.

THE SIZE THAT SELLS AT 10 CENTS EACH

ADMIRAL

CLEVELAND OHIO

(This is one of the Fatima "Sensible Cigarette" advertisements now appearing in magazines and newspapers.)

Finding a SENSIBLE cigarette is just plain, common sense

All you have to do is to look for three points. Take any cigarette you know. Then ask yourself—

Is its taste just what you like best?

Is it comfortable to your throat and tongue—free from bite or hotness?

Will it allow you to smoke as often as you'd like to smoke without any mean after-feeling?

Fatimas aren't the only cigarettes that answer "yes" on all of these points. There are other sensible cigarettes. But facts seem to indicate that Fatimas are the sensible cigarette for most men. Because they now outsell every other cigarette in the world costing over 5c. Doesn't it seem reasonable that you, too, will like Fatimas best? Try them—TODAY.

20 for 15c.

Liggett & Myers Tobacco Co.

FATIMA
THE TURKISH BLEND

A Sensible Cigarette

Siller Narten Barnes Co.
IMPORTERS AND JOBBERS OF
CIGARS, STOGIES, PIPES, CIGARETTES AND TOBACCO
109 SEVENTH AVENUE
PITTSBURGH, PA.

"The cigar (Muriel) was placed with us at a time when extraordinary and unusual aggressive methods were being pursued in drawing to the attention of the consumer the merits of other ten cent brands. Notwithstanding this condition, we are pleased to state that in our entire business experience we have never been identified with a brand that so rapidly gained the esteem and respect of the smoking public and which is so comparatively a short time has become an acknowledged staple in the market. Our volume of sales on 'Muriel' for the year has been very much larger than we anticipated, and while the general conditions have been inactive during the last year in the Pittsburgh territory it is remarkable that the popularity of 'Muriels' marched steadily on."

Yours respectfully,
THE SILLER BARNES BARNES CO.
M B Barnes

The Pinnix Cigar Company,
(Incorporated)
26 South College Street,
Charlotte, N. C.

"Our trade on 'Muriel' Cigars is growing very rapidly. This brand has taken hold of the smoking public with a vigor which we firmly believe bespeaks for 'Muriel' the biggest 'run' any high grade cigar has had in this section for many years."

Yours very truly,
The Pinnix Cigar Co., Inc.
Sec. & Treas

KLAUBER WANGENHEIM CO.
209 E. 4TH STREET
"THE HOME OF GOOD CIGARS"
LOS ANGELES, CAL.

"Referring to our recent mail orders on Muriel Cigars, which you will note in the past thirty days aggregate 150,000 Muriels it may be of interest to you to know that this brand is duplicating splendidly in this market. Muriel Cigars are now a staple article in this territory, and we hear good reports everywhere."

Yours very truly,
KLAUBER WAGENHEIM CO.
Per C. E. Klauber

Dearstyne Bros.' Tobacco Co.
MANUFACTURERS AND WHOLESALE DEALERS IN
FINE CIGARS
CIGARS TOBACCO AND SMOKERS ARTICLES
Albany, N.Y.

"We at first were not anxious to take on this brand (Muriel) until we learned what success the 'Muriel' was having in other territories. Having received favorable reports from different sections we placed our initial order early this year and up to date the results have been most gratifying. It is now one of our leading brands.

Yours very truly,
DEARSTYNE BROS. TOB. CO.
By [illegible]

Harle-Haas Drug Co.
WHOLESALE DRUGGISTS
Council Bluffs, Iowa.

"In spite of general business conditions for the past year not being good, our Muriel business has shown a big growth. The Muriel brand continues to grow in popularity in this section from day to day, and it is my candid opinion that it is only a question of very short time until it will be by far the largest seller of any high grade cigar being sold in this market."

Yours very truly,
Harle-Haas Drug Co.
M J Lamont

C. W. Vaber
HAVANA CIGARS
EAST HARRISON ST.
CHICAGO

"The City of Chicago has passed thro one of the worst periods in its history during the past eighteen months. However, the Muriel brand will show a handsome increase during this period, and I can attribute this increase to only one fact - that with our good accounts it is proven a quick repeater. I have personally observed its growth in several of our Western ities and am so convinced that 'Muriel means 'and Merit means success."

Very truly yours,
C. W. Vaber, Inc.
By [illegible]
Manager

Peter Hauptmann Tobacco Co.
TOBACCO & CIGARS
MANUFACTURERS

"The increased business secured by us on the 'Muriel' brand of cigars is strong proof of its popularity with our trade. We did a phenomenal business on 'Muriel' Cigars during the year 1914, but we are delighted to say that our increase this year is beyond our most sanguine expectations. We are, indeed, very much pleased with the brand and consider same a very valuable asset."

Yours very truly,
PETER HAUPTMANN TOBACCO CO.
Per C. Just

Re-productions of extracts from letters received during 1915 from a few of our distributors, paying just tribute to the "Most Talked-About Cigar in the U. S. A." - Muriel.
P. Lorillard Co., Inc., Nlf.

All letters with words of praise - but each expressing the same proven fact:-
Muriel Sells
anywhere, anytime and under any conditions
P. Lorillard Co., Inc., Nlf.

Hjalmar Boedtker Tobacco Co.
TOBACCO AND CIGARS
SYRACUSE, N. Y.

"During the first year that we handled the 'Muriel' we sold more of this brand than we did of any other high grade cigar that we carried. Last year showed a big increase and we will triple last year's sales this year. We look upon 'Muriel' as one of the best assets we have

Yours very truly,
Hjalmar Boedtker Tobacco Co.
Hjalmar Boedtker
Pres

The Hart Cigar Co.
RB
HART'S 48
Portland, Ore.

"While your records must necessarily show a material increase in our purchases for this year over last, our records show the same material increase in sales. We know of no other cause that could have contributed to the increase in the sale of Muriels, except that it is just the cigar that appeals to the smoking public."

Yours for Muriels
THE HART CIGAR COMPANY
Joe Hart Pres

Star Tobacco Company
Wholesale Tobacconists
Water Burn, Pa.

"You will be pleased to hear that our sales of Muriel for the past two weeks totaled 104,750, of which amount at least 95% is duplicate orders.

We consider this a big tribute to the brand, more so when you consider that our section is in a hard competitive market and all High Grade Cigars are extravagantly exploited."

Very truly Yours,
STAR TOBACCO COMPANY.
By Edward A. Stroud
President.

DANIEL LOUGHRAN
CIGARS, TOBACCO ETC.
1347 PENNA. AVE. N.W.
PURE GRIT
NEWCOMER
Washington D.C.

"The success we are meeting with the 'Muriel' Cigar in this City is beyond our expectations to date. You can record our belief that in a short time the 'Muriel' will outsell any ten cent brand in Washington, D. C."

Yours very truly,
Daniel Loughran Co., Inc.
Pres.

ROSENTHAL BROS. & BENDETSON
WHOLESALE DEALERS AND JOBBERS IN
CIGARS, CIGARETTES, TOBACCO & SMOKERS' ARTICLES
120-122 NORTH STREET
BOSTON, MASS.

"Very few sections of the country can compare with our market as there is much difficulty attached to introducing a new brand in the face of the unusual competitive conditions. Muriels are selling and giving satisfaction to our trade to an extent never obtainable by any other high grade brand handled by us. We feel confident that we will triple the sales in 1915."

Respectfully yours,
Rosenthal Bros & Bendetson

The Harnit & Hewitt Co.
MANUFACTURERS OF
HAVANA CIGARS.
Toledo, Ohio

"We have never introduced a brand that in so short a time showed such a marked increase in sale and popularity with both the retailer and consumer. Duplicate orders from all of our territory proves that Muriels have come to stay and must be reckoned with as one of the big brands. It is needless to say that you have the hearty support of our salesman as well as

Yours truly,
THE HARNIT & HEWITT CO.
M. J. Fontaine

LINK & COMPANY
WHOLESALE DEALERS IN CIGARS TOBACCO AND PIPES
182-184 ELLICOTT STREET
BUFFALO, N. Y.

"We can safely say from the time of our original placement of 'Muriels' with our customers, we have yet to receive a single complaint for any cause. 'Muriel is steadily on the increase and we can safely say that today it is the biggest and fastest selling ten cent cigar in Buffalo."

Respectfully yours,
Link & Co

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.

General Offices. PITTSBURGH, PA.

THE

Key West Cigar Factory

Factory No. 413, KEY WEST, FLA.

Office and Salesroom:

43 to 47 W. 33d St., New York

"LA MEGA" *MADE IN BOND*

HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP

V. Guerra, Diaz & Co., Tampa, Fla.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY

Compañía Litográfica De La Habana

Officina Principal, San José No. 23, Habana, Cuba

Manufacturers of

FINEST QUALITY IMPORTED

Cigar Box Labels, Bands and Trimmings

Show Cards and Advertising Materials

GARRETT H. SMITH, 106 E. 19th St., New York

Sole Agent United States and Canada

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE	FACTORY	WAREHOUSE
222 PEARL STREET NEW YORK	TAMPA FLORIDA	LEALTAD 129 HAVANA

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

Kings Club

Clear Havana - Made in Tampa

A Favorite with the BEST Cigar Stores Restaurants Hotels and Clubs

Manufacturers

PEDRO CASTRO & CO., Tampa, Fla.

New York Distributers

LOUIS G. SMITH & CO., 52 Beaver Street

Darby & Joan Cigars

The VETERANO SIZE is the Finest All Habana Cigar ever made at **2 for 25c.** having that delicate Mildness and Fine Aroma Sought by Connoisseurs. Made only by

JOHN W. MERRIAM & CO.

101 Spring Street, New York

[MERRIAM CIGARS INC., SUCCESSOR]

Fancy Cigar Boxes

made by

Henry H. Sheip Mfg. Co.

Columbia Ave. and 6th St.

PHILADELPHIA

LIPSCHUTZ'S

44

CIGARS

"44" Cigar Co. Philadelphia

BAYUK BROTHERS

"HAVANA RIBBON"

FIVE CENT CIGAR

PHILADELPHIA

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

E. H. GATO CIGAR COMPANY

FOR FORTY YEARS THE STANDARD

By Which Clear Havana Cigars Are Judged

1871 GATO 1871

Write for Open Territory

Factory: Key West, Fla.

New York Office: 203 W. Broadway

T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

DIAMOND JOE

CIGAR FACTORY

ESTABLISHED 1860

Charles Denby

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE

H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

The Greatest Trade-Builder is Originality

Back of originality you always find a clear-cut, definite purpose. And you find that purpose carried out in a direct and definite way to a successful conclusion.

Because it's *original,* Tuxedo is the fastest-growing brand of high-grade smoking tobacco in the world today.

Because it's *original,* Tuxedo is increasing the trade of tobacco dealers all over the country.

A PARALLEL

Tuxedo was the original *granulated* Burley smoking tobacco — made in 1900.	The first imitation of Tuxedo appeared about five years later.
Tuxedo used the simple term "granulated" for this convenient, even-burning form of tobacco.	Imitations tried to find other terms, and the result was a variety of curiously named "cuts" meant to convey the idea of the original.
Tuxedo originated the upright, open-end tin, curved to fit the pocket — the most convenient smoking tobacco package ever invented.	The imitations adopted a similar package, made to resemble the original Tuxedo tin as closely as was possible and safe.
Tuxedo originated the process — a definite method of removing the bite from the tobacco.	Then came a flood of "processes" of indefinite value — being mostly for advertising purposes.
The "Tuxedo Process," a physician's formula, definitely prevents all irritation of mouth and throat by mellowing the leaf until it is mild, non-biting and non-irritating.	The imitations, as you should expect, are haphazard formulas, entirely lacking that serious and thoughtful purpose which is back of the original.
That Tuxedo's definite purpose has been definitely carried out is witnessed by hundreds of signed endorsements from distinguished men in every walk of life who smoke Tuxedo constantly.	Other tobaccos have tried to imitate the Tuxedo endorsements as nearly as possible; but without success, because they are lacking in conviction and sincerity.

You give your customers *genuine* value and satisfaction only when you sell them the *original.* That means bigger trade and permanent trade — as thousands of Tuxedo dealers have already discovered.

THE AMERICAN TOBACCO COMPANY

One of the TUXEDO ads. now appearing in local and national publications

Why Is It Necessary To Advertise the Imported Sumatra?

The REASON:

American Sumatra Tobacco

Grown by

AMERICAN SUMATRA TOBACCO CO.,

142 Water Street, New York

HEEKIN'S

The "Can" Without a "Can't"

Keeps Smokes

Fresh, Clean, Aromatic

Heekin cans are without a peer as containers for cigars, stogies, chewing and smoking tobacco.

Much less expensive than wood—air-tight, moisture retaining, dust-proof.

All sizes — all shapes — either plain lacquered, painted any color, or lithographed to suit your needs.

THE HEEKIN CAN CO.

Culvert, Sixth and New Sts., Cincinnati, O.

"Heekin Can Since 1901"

"The Park & Tilford Standard"

MI FAVORITA

CLEAR HAVANA CIGARS

The flower of perfect tobacco manufactured in bond has maintained "Mi Favorita" Clear Havana Cigars at the forefront of all brands.

MI FAVORITA CIGAR CO., Inc.

Key West, Fla. 529 West 42nd Street, New York

Flor de Jeitles

CLEAR HAVANA CIGAR

5¢

JEITLES & BLUMENTHAL, Ltd.

PHILADELPHIA.

THE FINEST OF

Georgia and Florida Tobaccos

Will be found in our new packing which

We Now Offer Direct to the Trade

at the lowest cash prices

TO APPRECIATE THE QUALITY

We suggest that you see samples which we will be glad to submit on any grade.

WE SOLICIT CORRESPONDENCE

GAFLA SUMATRA COMPANY

Office and Packing House QUINCY, FLA.

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. {London, 8 Regent St., S. W. {Capetown, South Africa Calcutta, 10 Government Place Alexandria, Rue Cherif Pacha CAIRO, Head Office and Factory Hamburg, 18-20 Grosse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVI. PHILADELPHIA AND NEW YORK, FEBRUARY 1, 1916. No. 3.

MANY LINES OF TOBACCO INDUSTRY AFFECTED BY EUROPEAN STRUGGLE

Scarcity of Cedar Sending Prices Up—Slender Supply of Licorice Alarms Manufacturers of Chewing and Smoking Tobaccos—Leaf Growers Worried Over Problem of Fertilized Essentials

WHAT the many situations growing out of the war are beginning to present a serious problem to manufacturers in many lines of the tobacco industry is evident from the warnings that are constantly being issued to the trade as regards supplies and prices.

The cigar box industry is affected at present by the rapidly growing shortage of cedar logs, due to the fact that there is a lack of vessels operating from the source of supply to the ports of the United States, and also because of the fact that the cargoes of those still operating consist principally of sugar. As a result of this the cigar box manufacturers after waiting for a return to normal conditions have found manufacturing costs increasing so rapidly that they have finally been forced to increase their prices.

H. H. Sheip & Company, in an interview with a representative of the "Tobacco World" stated that the situation is very serious and that there is a likelihood of there being no cedar at all unless conditions adjust themselves shortly. This company has operators in the field, and these men have secured cedar logs without difficulty, but the problem of transportation is one which remains unsolved, so that this country is practically cut off from all importations of cedar. The result is that the trade will be forced eventually to use veneered boxes.

Aside from Cuba, which produces the cedar used in the better grade of cigars boxes made in this country, a source of supply also exists in South America and Mexico. The revolution in the latter country prevents any hope of securing cedar from this source. The lack of steamers carrying logs from South America to United States ports offers no encouragement in the way of help from that country.

The cigar box industry, as well as the cigar manufacturing trade, is also affected by conditions in the lithographing business. Inks have increased rapidly in price and the scarcity of dyes adds to the seriousness of this situation. The high price of copper, which is the principal ingredient of bronze, much used on bands and labels, handicaps this production.

At the beginning of the war the difficulties of securing imported labels were somewhat offset by the fact that many of the larger and better equipped lithographing plants in this country were able to produce labels and bands very similar to the German process. The bronze work is one of the most effective parts of the better grade of labels, and consequently the scarcity of this color, together with the high prices, will work a hardship for those cigar manufacturers who are so unfortunate as to have failed to anticipate this condition.

The increase of marine insurance rates due to the war has added somewhat to the cost of Sumatra, but otherwise there is no change in this line. The embargo on leaf to the

(Continued on Page 18)

T. M. A. AND INDEPENDENT DEALERS DIFFER ON STREET STAND QUESTION

Legislation Now Pending at Albany—Would Give Right to Sell Tobacco Products—Want Position Clearly Defined by Law—Citizens' Committee Investigating

(Special to the Tobacco World)

New York, January 28.

BY the introduction by Assemblyman Goodman, of House Bill No. 100 in the New York Legislature few days ago, an important matter was brought to the front affecting the tobacco industry, which is receiving a great deal of needed attention at the present momen. This bill provides that the Legislature shall change the provisions of the law under which stoop line street stands are now being operated in New York City, so that in future the proprietors of these stands may include candy and tobacco products in their wares.

This legislation it is understood was fathered by the Tobacco Merchants' Association. This body, through its counsel and secretary, Charles Dushkind, contends that there is in the Greater City of New York at least eight thousand street stands operating under city licenses and selling cigarettes, cigars and tobacco as well as candy products without specific legal rights to do so. Their licenses give them the right to sell soda water, fruit and newspapers, but for many years they have also carried candy and cigarettes, and in a few cases cigars and smoking tobacco. The Tobacco Merchants' Association wants the positions of these dealers clearly defined by law, and the bill now before the Legislature was introduced, as we are informed, for this purpose. The fact is that these stands have been selling cigarettes and tobacco for years and this situation is not a new one by any means, but the very fact that they have been thus operating for years does not give them any standing in the eyes of the law, as far as this branch of their business is concerned, and to an impartial observer it would seem desirable that their status be defined.

The introduction of the Goodman Bill brought the matter to a focus, and at once attracted the attention of the Independent Retail Tobacconists' Association of New York, who immediately put themselves on record as opposed to the proposed legislation. Henry H. Hunter, the counsel for the Association, issued a statement on the subject as follows:

"The independent retail store in New York City has had many trying conditions to face in order to survive as an independent, all-tobacco establishment. One of the big problems confronting the retailer has been the entry of the chain store system, with its novel and progressive methods. The independent retailer has to watch carefully as to how he shall pursue his business. The overhead charges of the retail store—rent, light and heat—make large carrying expenses. Small stands paralleling, or in close proximity to his store have not the same conditions to meet, and, carrying the same line of goods, they will, in my judgment, become formidable rivals. They will draw custom from an established tobacco store, carrying, as they do, a variety of

(Continued on Page 16)

TOBACCO MERCHANTS' ASSOCIATION DIRECTORS MEET AT BUSY SESSION

Plan Annual Convention at Washington in May—Other Organizations to Be Asked to Hold Conventions There at Same Time—Two New Directors Added and Four More Authorized

AT the first meeting of the Board of Directors of the Tobacco Merchants' Association of the United States, held in New York on the 18th, plans were formulated for the holding of a convention in Washington, D. C., in May, and steps are to be taken to influence the holding of similar conventions of different national tobacco associations in that city at the same time.

A large banquet is planned for the last night of the convention at which the delegates attending the other conventions will be invited as guests of the Tobacco Merchants' Association. A special committee has been appointed to take the matter up with the following associations: The National Cigar Leaf Tobacco Association, The Cigar Manufacturers' Association of America, The Leaf Tobacco Association of the United States, and the Tobacco Manufacturers' Association.

The Stevens bill received the unanimous approbation of the directors who went on record as favoring any legislation which is to permit manufacturers of trade-marked articles to fix and maintain the retail price.

Nicholas Ehrlich was made chairman of a committee which is to make a special effort to secure the membership of individual retailers.

The Executive Committee was authorized to name four additional directors, two of whom are to represent the Burley tobacco interests and two to give representation to the retail interests of the Pacific Coast. Two new directors were added: G. P. Waideley, of the Union-American Cigar Company, and Howard Hazleet, of the Augustus Pollack Company, both representing the stogie interests.

The work of the Association counsel, Charles Dushkind, in his attempt to eliminate fake "tobacco cures" met with hearty approval and he was authorized to continue the work and also to direct his attention to the work of curtailing the popular box-stuffing frauds which are being perpetrated on an innocent public in every large city in the country.

The report of President Jacob Wertheim, which appears on page 30, was unanimously adopted, and the recommendations as to legislation, etc., were referred to the proper committees.

The following committees were named:

Committee on Finance: Edward Wise, vice-president, United Cigar Stores Company, chairman; Charles Fox, of F. Miranda & Company, New York; Asa Limlein, of E. H. Gato Cigar Company, New York.

Committee on Cigarettes: George W. Hill, vice-president American Tobacco Company, chairman; George H. Hummel, vice-president P. Lorillard Company, New York; Leon Schinasi, of Schinasi Brothers, New York; Frederick S. Lucey, secretary Phillip Morris & Company, Ltd, New York; George L. Storm, vice-president Tobacco Products Corporation, New York.

Committee on Tobacco and Snuff: Jesse A. Bloch, vice-president Bloch Brothers Tobacco Company, Wheeling, W. Va., chairman; William T. Reed, president Larus & Brother Company, Richmond, Va.; Rawlins D. Best, secretary Lovell-Buffington Tobacco Company, Covington, Ky.; Jonathan Peterson, president Weyman-Bruton Company, New York; Otis A. Smith, president George W. Helme Company, New York; George H. Hummel, vice-president P. Lorillard Company, New York; John N. Bagley, of John J. Bagley & Company, Detroit, Mich.

Committee on Domestic Cigars: R. J. Sullivan, Manchester, N. H., chairman; A. L. Sylvester, president American Cigar Company, New York; Charles J. Eisenlohr, of Otto Eisenlohr & Brother, Philadelphia, Pa.; Theodore Werner, president T. J. Dunn & Company, New York; D. Emil Klein, president E. M. Schwarz & Company, New York; Alvaro Garcia, of Garcia & Vega, New York; Mortimer Regensburg, president E. Regensburg & Sons, New York.

Committee on Imported Cigars: J. W. Buchner, vice-president Park & Tilford, New York, chairman; T. Gales, of Henry Clay and Bock & Company, Ltd., New York; B. Wasserman, president B. Wasserman Company, New York; Robert E. Lane, of Tobacco Salesmen's Association, New York.

Committee on Cigar Leaf: A. Bijou, of E. Rosenwald & Brother, New York, chairman; Charles Fox, of F. Miranda & Company, New York; Joseph F. Cullman, Jr., of Cullman Brothers, New York; Alfred S. Klossin, of S. Rossin & Sons, New York; J. Bernheim, of J. Bernheim & Son, New York; Maximilian Stern, of Maximilian Stern, New York; C. H. Spitzner, C. H. Spitzner & Sons, New York.

Committee on Burley Leaf: James C. Tansy, of James C. Tansy, New York, chairman; W. H. Winstead, president W. H. Winstead, Inc., Goldsboro, N. C.; S. B. Smith, of S. B. Smith & Company, Mayfield, Ky.; G. O. Tuck, of G. O. Tuck & Company, Louisville, Ky.

Committee on Internal Revenue: J. W. Buchner, vice-president Park & Tilford, New York, chairman; John H. Fendrich, president H. Fendrich, Evansville, Ind.; Howard Hazlette, Adm. Estate of Augustus Pollack, Wheeling, W. Va.; G. P. Waidely, president Union American Cigar Company, Pittsburgh, Pa.; E. Kleiner, of E. Kleiner & Company, New York; T. Gales, of Henry Clay and Bock & Company, Ltd., New York; Horace R. Kelly, of Horace R. Kelly, New York.

Committee on Trade-Marks: Frederick S. Lucey, secretary Phillip Morris & Company, New York, chairman; Morris D. Neumann, president Neumann & Mayer, Philadelphia, Pa.; Asa Limlein, of E. H. Gato Cigar Company, New York; Morris Krinsky, Adm. Estate of I. B. Krinsky, Brooklyn, N. Y.; J. P. Farson, of Turco-American Tobacco Company, New York.

Committee on Insurance: Charles Fox, of F. Miranda & Company, New York, chairman; Louis Behrens, of Cullman Brothers, New York; Albert W. Kaffenburgh, of I. Kaffenburgh & Sons, Boston, Mass.; Maximilian Stern, of Maximilian Stern, New York.

Committee on Legislation: Charles Fox, of F. Miranda & Company, New York, chairman; Edward Wise, vice-president United Cigar Stores Company, New York; William T. Reed, president Larus & Brother Company, Richmond, Va.; Jesse A. Bloch, vice-president Bloch Brothers Tobacco Company, Wheeling, W. Va.; Asa Lemlein, of E. H. Gato Cigar Company, New York.

Membership Committee: Edward Wise, vice-president United Cigar Stores Company, New York, chairman; D. A. Schulte, president A. Schulte, Inc., New York; George L. Storm, vice-president Tobacco Products Corporation, New York; George W. Hill, vice-president American Tobacco Company, New York; George H. Hummel, vice-president P. Lorillard Company, New York.

Membership Committee on Retail Tobacconists: Nicholas Ehrlich, president Retail Tobacco Association, Brooklyn, N. Y., chairman; Morris Kaplan, of Morris Kaplan, New York; Max Rosen, of Max Rosen, New York; Meyer Bloomberg, of Meyer Bloomberg, New York; Samuel Turner, of Turco-American Tobacco Company, New York.

Committee on General Welfare: Theodore Werner, president T. J. Dunn & Company, New York, chairman; George M. Lex, of Forty-four Cigar Company, Philadelphia, Pa.; Francis A. Shields, of Shields & Son, Albany, N. Y.; Theodore Photiades, of Theodore Photiades, New York; C. H. Spitzer, of C. H. Spitzner & Son, New York; Benito Rovira, of Benito Rovira Company, New York; Louis Toro, of Porto Rico-American Tobacco Company, New York.

Advisory Committee: A. J. Lachman, president West Indies Cigar Company, New York, chairman; Henry Deisel, president Deisel, Wemmer Company, Lima, O.; Emanuel Boasberg, of Keiser & Boasberg, Buffalo, N. Y.; A. I. Lewis, of I. Lewis Cigar Manufacturing Company, Newark, N. J.; A. V. Jockel, vice-president Ruy Lopez Company, Inc., New York; Peter N. Jacobson, of Peter N. Jacobson, Davenport, Ia.; Sidney Powell, president Tobacco Salesmen's Association, New York.

Committee on Wholesale Tobacconists: Joseph Simon, president of Bennett, Sloan & Company, New York, chairman; J. W. Buchner, vice-president Park & Tilford, New York; B. Wasserman, president B. Wasserman & Company, New York; William Best, Jr., of Best & Russell Company, Chicago, Ill.; Charles C. Heldmann, vice-president Neudecker Tobacco Company, Baltimore, Md.

Committee on Retail Tobacconists: Edward Wise, vice-president United Cigar Stores Company, New York, chairman; D. A. Schulte, president A. Schulte, Inc., New York; M. J. McDonnell, of Yahn & McDonnell, Philadelphia, Pa.; Nicholas Ehrlich, president Retail Tobacconists' Association, Brooklyn, N. Y.; Joseph T. Snyder, of Joseph T. Snyder, Buffalo, N. Y.

Cigar Factories Decreasing in Ninth District

Fifty-five cigar manufacturers of the Ninth Internal Revenue district have closed their factories and warehouses and have made announcement that they will not resume business this year. Most of those who have closed are the smaller manufacturers, though several large firms have dropped from the ranks. Forty leaf tobacco dealers have also ceased activities, selling whatever stock they had on hand. In the entire Ninth district, at the present time are slightly more than four hundred leaf tobacco dealers.

Estimated Tobacco Statistics for the Island of Cuba

Exports of Cigars From the Port of Havana in the Years 1914 and 1915

Comparison of the 11 principal consuming countries, which have imported from us over 1 million cigars, per year, during the years 1915 and 1914, as per statistics, compiled by Ramon La Villa, Administrator of the trade paper, "El Tabaco."

	1915, Cigars.	1914, Cigars.	Increase, 1915.	Decrease, 1915.
Great Britain,	52,004,832	43,951,994	8,052,838	
United States,	38,564,867	37,732,728	832,139	
France,	5,287,499	7,230,825		1,943,326
Germany,		5,187,946		5,187,946
Spain,	4,530,285	8,374,730		3,744,445
Denmark,	4,341,035	329,700	4,011,335	
Canada,	3,681,775	8,229,412		4,547,637
Australia,	3,040,969	5,121,363		2,080,394
Chile,	2,532,555	1,730,502	802,053	
Argentine Republic,	1,504,843	1,146,432	358,411	
Netherlands,	1,338,310	114,795	1,223,515	
	116,826,970	119,050,427	15,280,291	17,503,748
All other countries,	4,178,805	4,900,691		721,886
Total,	121,005,775	123,951,118	15,280,291	18,225,634

Total Decrease in 1915, as Compared with 1914, 2,945,343 Cigars.

Exports of Leaf Tobacco, from Havana, during the year 1915,	340,701	bales.
Exports of Leaf Tobacco, from Havana, during the year 1914,	314,754	"
Increase in 1915,	25,947	"
Exports of Cigarettes, from Havana, during the year 1914,	13,975,302	packs.
Exports of Cigarettes, from Havana, during the year 1915,	12,417,529	"
Decrease in 1915,	1,557,773	"
Exports of Picadura, or Scraps, from Havana, in 1915,	313,914	kilos.
Exports of Picadura, or Scraps, from Havana, in 1914,	209,503	"
Increase in 1915,	104,411	"

Estimated Crop of Leaf Tobacco of the Year 1915, of the Island of Cuba

Calculation of Leaf Tobacco Stocks in first hands at Havana upon January 1, 1916:

	Bales.	Bales.
Stocks on hand at Havana, January 1, 1915,	200,000	
Total receipts from the country, from January 1st to December 31st, 1915,	433,267	633,267
Less total sales reported at Havana, during the year 1915,	348,704	
Less sales made direct by farmers in the country, to exporters, and manufacturers, estimated,	194,563	543,267
Estimated stocks on hand at Havana, January 1st, 1916, in first hands,		90,000

Calculation of the Tobacco Crop of 1915, of the Island of Cuba:

	Vuelta Abajo.	Semi Vuelta.	Partido.	Remedios.	Oriente.	Total Bales.
Received from the country, at Havana, from Jan. 1st to Dec. 31st, 1915,	118,238	20,694	44,130	235,592	14,613	433,267
Still in the country to arrive, estimated,	20,000	1,500	500	3,000	2,000	27,000
Consumed by small manufacturers in the Country,				20,000	15,000	35,000
	138,238	22,194	44,630	258,592	31,613	495,267
Less estimated belonging to the 1914 crop,	60,000	3,000	2,000	90,000	15,000	170,000
Approximate 1915 crop,	78,238	19,194	42,630	168,592	16,613	325,267

Table of the Total Crops of Leaf Tobacco, of the Island of Cuba, during the last 11 years, in 1000 bale lots:

	1905	1906	1907	1908	1909	1910	1911	1912	1913	1914	1915
Vuelta Abajo,	265	138	275	222	231	202	145	180	261	239	78
Semi Vuelta,	25	13	26	25	29	25	12	23	32	40	19
Partido,	58	42	60	54	67	53	68	72	88	94	43
Remedios,	120	92	130	193	175	101	105	263	189	287	168
Oriente,	15	9	21	26	15	11	2	42	21	38	17
	483	294	512	520	517	392	332	580	591	698	325

IRREGULAR PAGINATION

T. M. A. AND INDEPENDENT DEALERS DIFFER ON STREET STAND QUESTION

(Continued from Page 13)

goods. The license, as I understand it, which does not give the privilege of the sale of tobacco, is well enough left alone without modification, for competition is already very keen in the retail field, and in order to run an up-to-date store I believe the retailer should be protected from the inroads of other merchants carrying tobacco with an assortment of other goods. If the merchant is a fruit man, let him sell fruit, and if a tobacco man, let him sell tobacco. The public at large gets better service by each class handling its own line than by combinations in the hands of one class of merchants."

Judge Hunter's statement contains many truths, but its obvious weakness arises from the fact that he treats the matter as a new condition which might affect the interests of his clients rather than a condition which has existed for years, and he fails to point out where the stands have hurt the storekeepers in past times to a point which would warrant their abolition.

License Commissioner Bell, of New York City, deemed this question of sufficient importance to warrant him in appointing a Citizens' Committee of prominent men and women who would carefully investigate the subject and report to him with a view to his submitting the facts obtained to the Legislature for a final settlement of the subject.

The committee named included Victor Ridder, Chairman, William Hirsch, who is secretary of the United Hebrew Charity Association, as secretary, and the following prominent social workers:

Dr. Henry Moskowitz, Dr. Antonio Stella, Charles B. Stover, Cyrus C. Miller, Dr. Joseph N. Francolini, Charles L. Bernheimer, Mrs. V. G. Simkhovitch, Joseph Barondess, John S. Boschen, Alexander White, Dr. J. L. Magnes, Paul Abelson, William H. Matthews, Antonio Zucca, Howard Bradstreet, Francisco Romeo, F. L. Frujoni, Gaylord White, Miss Colcord, J. C. McClintock, Samuel Rabinowich, Dr. Stephen S. Wise, Morris D. Waldman, Mrs. Edward Mandell, Antonio Pisani, J. Frank Pearsons, Edmond J. Butler, Dr. Maurice H. Harris, Simon Hordansky, Sidney Goodacre, Haven Emerson and the Rev. Father Diamond.

The first meeting of the committee was held in the License Commissioner's Chambers, 49 Lafayette Street, last Wednesday, January 26, and was largely attended, nearly two hundred being present. The keynote of the meeting as outlined by Chairman Ridder was facts, and this seemed to be the stumbling block for all the opponents of the stoop line legislation.

The president of the Retail Candy and Ice Cream Protective Association opened the discussion against the stands, but his argument was along the lines of generalities, and a few searching questions from members of the committee failed to strengthen his position.

Judge Hunter and a delegation from the Independent Retail Tobacconists' Association, headed by President Ike Ochs, were in atténdance, also and Mr. Ochs made a protest on behalf of his associates. At the request of the committee, the Association will present a written statement of their claims as to the damage wrought by the stands against the interests of the small shopkeeper.

The committee will hold another session, Wednesday, February 2, at 49 Lafayette Street, at three o'clock.

A Personal Investigation Trip

The editor of "The Tobacco World" had an opportunity of studying the stand question at first hand about ten days ago, when he made an extensive trip through the East Side and visited at least one hundred of these.

From questioning and personal observation we gleaned the following facts:

The stands, as far as the East Side is concerned, confine their business almost exclusively to the sales of cigarettes and a few packages of smoking tobacco.

Cigars do not figure in their sales. Probably forty per cent. of the stands visited carry one box of cheap cigars to retail at three cents or five cents. We found that no cigars over five cents were sold on any stand we visited.

All grades of cigarettes up to twelve cents per package were on sale. All makes of cigarettes were represented in the various stocks. We noted specially the various brands of the American Tobacco Company, Liggett & Myers, P. Lorillard Company, as well as Schinasi Brothers Company "Naturals" and "Egyptian Prettiests," Philip Morris & Company's "Unis," and I. B. Krinsky Estate's several brands, as well as some brands such as "Kef," which are made and consumed on the East Side.

We bought several packages of cigarettes, paying twelve cents per package for Schinasi "Naturals," the same price which we pay at Schulte stores. "Egyptian Trophies" and "Helmars" cost eight cents per package, and in nearly every case, we were given a box of matches with the cigarettes.

In an area of ten blocks square we observed only three stores which could be classified as retail cigar stores, and each of these establishments had cut out their show windows, and installed therein an open stand for soda water. In one store, we found that the prices on cigarettes were below those quoted on the stands. In none of the stores, however, could we find a cigar which sold for over five cents a piece.

In discussing these stands with Manager Heflich, of the East Side Branch of the Metropolitan Tobacco Company, he stated that at a most conservative estimate, 80 per cent. and more probably 85 per cent. of the cigarette distribution of the district was made by the stands, and that the cigar sales of the stands was negligible. As a rule, the stand keepers are very good credit for a limited amount. **Kappal.**

Owensboro Growers Allege Restraint of Trade

At a meeting of the tobacco growers of the Green River District held at the Owensboro (Ky.) Court House recently, which was mostly composed of officers and members of the American Society of Equity, a resolution was unanimously adopted setting forth the Owensboro Tobacco Board of Trade, composed of the buyers and warehousemen, were operating in restraint of trade.

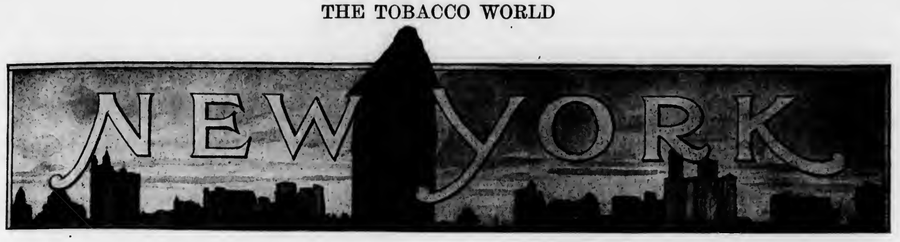
Another resolution was also adopted calling upon Commonwealth's Attorney Smith, of this district, to investigate this board and if the facts are true as stated by the committee that steps be taken to prosecute the violators.

There has been much dissatisfaction in the manner in which the tobacco is handled at the loose-leaf houses and prices as a whole have been very unsatisfactory, according to the growers.

The Tobacco Board of Trade went into dissolution about four weeks ago. The action was voluntary. For this reason it is not believed anything will come of the proposed investigation.

Diem & Company Succeeds A. H. Diem, Jr.

The wholesale tobacco business formerly conducted by A. H. Diem, Jr., 549 William Street, Buffalo, N. Y., will be conducted in the future by Diem & Company, owing to the retirement from business of A. H. Diem, Jr. The business of Diem & Company will be conducted in the future by G. B. Diem, son of A. H. Diem, Jr., and H. C. Wanenmacher.



Salvador Rodriguez in New Gotham Offices

VISITORS to the New York headquarters of Salvador Rodriguez, the famous manufacturer of "Charles the Great," clear Havanas, ascertained that the warerooms in the Mecca Building during the past week had been removed to a new location on the same floor.

For several years past, Salvador Rodriguez has been located at 1600 Broadway, occupying spacious quarters exactly on the corner of the fourth floor, but by the change the offices are now in Suite 409-411, which has the big advantage of being directly in front of the nest of elevators.

The quarters are excellently arranged, a new packing room is provided, directly adjoining the humidors which latter are more conspicuous than in the old offices. The counting room is splendidly lighted and a very attractive private office has been fitted up for Mr. Salvador Rodriguez, for use when he comes up from the factory in Tampa.

An interesting little coincidence in the acquirement of the new offices is the fact that the main entrance is numbered 409, this being also the factory number and the brand name of the smokers made by F. Rodriguez & Company, in Tampa, which is a subsidiary of Salvador Rodriguez.

Claude E. Turner of the sales force has been absent for ten days past, covering the upper part of New York State, and his returns for the trip thus far are way in excess of last year. Syracuse and Rochester especially yielded excellent orders.

Pasbach-Voice Close Deal for Supply of Inks and Bronze

The patrons of the Pasbach-Voice Lithographing Company are congratulating the above firm on their success in closing a deal whereby they are assured of a supply of high-grade inks and bronze adequate for the balance of 1916.

Due to the lack of colors, all lines using dyes have been affected, including inks. The very high price of copper has affected bronze work, as this is the principal ingredient in that color. The wide-awake manufacturer has made arrangements to take care of his stock of cigar box labels and bands, but there are many who failed to anticipate the present condition. The trade will no doubt be glad to learn that the Pasbach-Voice Company with their usual resourcefulness are provided to care for the situation.

Welcher Brothers Incorporate for $100,000

Incorporated for $100,000 at Albany, N. Y., during the past fortnight, Welcher Brothers, Inc., New York City, cigar manufacturers, name Peter Welcher as president; Dave S. Saqui as vice-president; Morris Welcher as treasurer, and Harry Welcher as secretary. It is needless to comment on the success of the Welcher factory or the associations of the "Jean Valjean" cigar.

It will suffice to say that both are high in the ranks, and that the same policy with reference to the Welcher brands will continue. As heretofore, the fortunes of the "Jean Valjean" will be under the direction of Mr. Saqui, which is sufficient assurance that the brand will continue to prosper.

Heard on Broadway

Sidney Goldberg, of Simon Batt & Company, had planned to leave New York ten days ago for his annual visit to Havana, but found that the ships were filled to capacity, and so has delayed his trip for a few days.

William H. Ingram, formerly secretary of the American Chamber of Commerce, Paris, France, has been appointed to fill the post of assistant secretary to the Tobacco Merchants' Association, succeeding Mr. Shotwell.

George W. Hill, vice president of the American Tobacco Company, made a brief trip to Providence last week. Percival S. Hill, the president of the company is away on a Western inspection trip which will take him as far South as Texas.

John W. Merriam was reported in Pittsburgh last week, and he stated at that time that he was most encouraged by the reception which the trade was giving him and his newly organized firm. The popularity of his old brands is in nowise diminished.

E. R. Lincoln of P. Pohalski & Company, New York, the manufacturers of the well-known "First Consul" and "Monte Cristo" brands, is at the present time making his way to the Pacific Coast where he plans spending a month or so in the interests of his company's brands.

Will Offer New Line Shortly

Announcement is made by William Demuth & Company, of New York, that within a very short time they will have placed on the market a line of pipes, adapted to the new Smokarol form of pipe tobacco. The Demuth Company is now in the midst of plans for an extended campaign on the line, and promises some excellent posters, in addition to various attractive window display designs to assist in the advertising of the new pipes.

Jack Kelley Predicts Big Year for His House

Jackson W. Kelley, who has been associated with Salvador Sanchez & Company, the Tampa manufacturers, since last September, predicts a record-breaking year for his concern during the next twelve months. Mr. Kelley was in Philadelphia last week, and landed his goods in a half dozen of the best distributing centers of the city. He also opened up the Mercantile Club account there, which is one of the most desirable in the city.

Mr. Kelley left New York a day or two ago, en route for Cincinnati, where he will join Mr. Jerry Windmuller, head of the firm for a few days' conference. Mr. Windmuller, has been in Chicago for a few days on a special mission, but expects to return to Tampa by the first of next week.

Adolph Herman

ADOLPH HERMAN, for fifteen years a sales manager for the United Cigar Stores Company, residing at 55 West 116th Street, died recently after a four-weeks' illness caused by pneumonia. For several months past he had been in charge of the cigarette publicity department of the United Cigar Stores Company.

The deceased was fifty-five years old. He is survived by a wife, two daughters and a son.

William D. Cross

William D. Cross, for forty-seven years a cigar manufacturer of Providence, R. I., died recently at Carolina, R. I. He was a commissioner of the Indian Schools for the tribe of Narragansett Indians in Rhode Island. Mr. Cross had served in the Senate and General Assembly. He was eighty-four years old.

George W. Jones

On January 20th, at his home, Riverview Manor, Hastings, N. Y., in his sixty-sixth year, George W. Jones, treasurer and manager of the Tobacco Trade Journal Company, publishers of our contemporary, "Tobacco," died following a week's illness due to grippe and other complications.

Mr. Jones was born in Talbottom, Ga. Shortly after the close of the Civil War he and his brother, the late Col. Charles H. Jones, came North. Always associated in business, George, with the financial and managerial departments, Charles, with the editorial, their careers covered a large field. Starting in 1881, at Jacksonville, as publishers of the Florida "Daily Times", they were subsequently identified with the "Times-Union" at Jacksonville, the "St. Louis Republic", the "World", at New York, and the St. Louis "Post-Dispatch". Following this latter connection, Colonel Jones returned to New York, taking over the Lockwood publications, George being made treasurer and business manager. In 1904 they took over the Tobacco Trade Journal Company.

Mr. Jones proved an able director of the work with which he was associated and was untiring in his zeal. His funeral, which was private, took place in Union Mills, N. J.

Arthur Luxenberg

Arthur Luxenberg, son of Jonas Luxenberg, the well-known cigar manufacturer of Steinway, L. I., died recently at his home, 1153 Fourth Avenue. Tuberculosis caused his death. The deceased was thirty-two years old. A wife and three children survive.

Samuel Harbison

Samuel Harbison, formerly a cigar manufacturer of the Eastern District of Brooklyn and the oldest inmate of the Brooklyn Home for the Aged, died there recently at the age of ninety-six years. The deceased was born in Albany, N. Y.

MANY LINES OF TOBACCO INDUSTRY AFFECTED BY EUROPEAN STRUGGLE

(Continued from Page 13)

Central Empires placed a heavy burden on the growers in the Carolinas, Virginia, Tennessee and Kentucky, but now that it has been lifted there is an improvement noted in prices.

Materials used in pipes have advanced and as a result the average rise in the cost of pipes is in the neighborhood of 15 per cent. The cost of rubber has increased, while briar root has gone up nearly 50 per cent. There is possibility that the prices of pipes may still further advance.

Smoking and chewing tobacco manufacturers are beginning to complain of the shortage of licorice and the intimation is that the prices of tobaccos in which this material is used will be subjected to an advance. Salesmen are already complaining that their orders for these goods are often cut to as low as one-tenth of the quantity asked.

The essential elements of fertilizer are exceptionally scarce, and as a result the prices are increasing rapidly. Farmers in the Connecticut Valley anticipate an increase of from 25 to 35 per cent. Potash, in the form of potash salts, is to be had only in commercial fertilizer. A very small supply comes from Japan and some from this country. All of this, however, will be absorbed for sometime to come by the chemical industries of this country which are suffering for lack of it. Nitrate, another essential, is scarce, as well as expensive, owing to its use in the manufacture of explosives. All this does not tend to cheer the tobacco grower.

Burlap, which is extensively used in the leaf tobacco business, is going up by leaps and bounds. The Indian market is quite strong at present owing to the fact that the British Government has notified the mills that it will take their full limit for the month of February.

Further, the conditions in this country indicate that additional taxes of some sort will be imposed. The tobacco industry will not easily escape and an additional burden may be expected. Unquestionably there will be changes in the tariff, but until the end of the war there is little to be hoped for in the way of an adequate revenue from this source.

Mother of Percival S. Hill Dies

In his recent bereavement, due to the death of his mother, President Percival S. Hill, of the American Tobacco Company, has the sympathy of his many friends. Mrs. Hill died recently at the home of her daughter, Mrs. Benjamin Bullock, of Ardmore, Pa., at the age of eighty-four years.

Frederick Wagener

Frederick Wagener, a tobacco dealer of Pittsburgh, died recently at his home in that city, 1610 Davis Avenue. He had been in business for thirty-six years and had been a resident of the North Side for forty-seven years.

The deceased is survived by a widow, two sons and four daughters. He was sixty-five years old. He was born in Germany and came to this country in 1868.

James E. LeNoir

James E. LeNoir, fifty-six years old, a tobacco dealer who conducted a cigar store at Delaware Avenue and South Street, died recently at is home 5236 Race Street. He succeeded his father, James LeNoir, who established himself in the tobacco business on Delaware Avenue in 1844.

OTTO EISENLOHR & BROS. TO INCORPORATE

Otto Eisenlohr & Brother Plan Incorporation—Control to Be Vested in Messrs. Charles and Louis Eisenlohr—No Other Manufacturers Included in Expansion

ANNOUNCEMENT is made that the cigar manufacturing firm of Otto Eisenlohr & Brother, located at 932-934 Market Street, this city, with nineteen factories in other parts of the State, will shortly incorporate with a capital stock issue of $9,000,000. This will be composed of $3,000,000 preferred stock and $6,000,000 common stock.

It is stated that the control of the firm will be vested in Louis H. and Charles J. Eisenlohr, who at present direct the business. No other manufacturers will participate in this expansion.

Otto Eisenlohr & Brother are the largest independent manufacturers of a nickel brand of cigars in the country and their annual output at present exceeds 200,000,000 cigars annually. The "Cinco" cigar is known and smoked in every part of the United States and the business at the present time is showing a steady growth.

The details of the incorporation have not yet been worked out. George S. Graham, counsel for the firm, states that a decision has been reached to incorporate the business which heretofore has been operated as a co-partnership.

Halgarten & Company, of New York, will be the bankers in charge of the operation.

R. E. Lane Visiting in Cuba

Robert E. Lane, the popular American and Canadian sales agent for the Partagas factory of Havana, sailed from New York on the 22d ult. for his annual visit to Cuba. Mr. Lane was a passenger on the "Havana", which left New York crowded to her full capacity. Mr. Francis Taylor was also on the passenger list.

Mr. Lane's plans include a week or ten days' stay in Havana, and then he intends to go out to Guantanamo and spend two weeks visiting the American naval station. Many thousands of "Partagas" are used in the United States navy annually, and this brand is a particular favorite with both the officers and men of the fleet.

Tobacco Buyers See Trouble Ahead

The out-of-town tobacco men are up against it, as the Windsor Locks (Conn.) Board of Assessors is in hopes of getting the grand list increased by having the out-of-town tobacco packers include what tobacco they have on hand in the list. The tobacco packers object, claiming that the tobacco is only in the warehouses for a short time and then shipped out of town.

It is the intention of the assessors to have these out-of-town tobacco buyers and packers assist in paying for the town's expenses. This method applies to the non-resident tobacco packers, as the resident packers are now assessed on what tobacco they have in their warehouse at the time the lists are made out. A similar move was started in Suffield and caused trouble with the out-of-town tobacco buyers who were non-resident, so now the tobacco is shipped out of town and in the fall when the lists are made out there is only a little tobacco remaining in the warehouses.

Union-American Declares Preferred Stock Dividend

The Union-American Cigar Company has declared the regular quarterly dividend on preferred stock, of one and three-quarters per cent (1¾%), payable February 15, 1916, to stockholders of record January 25, 1916.

Cleveland

Change in Administration Helps Cigar Dealers—Trattner Brothers & Ziegler Open Third Store—Mr. and Mrs. E. V. Schnoor Recent Visitors

Cleveland, O., January 27, 1916.

MOST cigar dealers are very much elated over the fact that they will be allowed to shake dice again. Local dealers in dice and dice-boxes did a thriving business, as a number of dealers had discarded them a couple of years ago. The dealers want to be careful that they don't abuse the privilege, as some of them did before, by allowing gambling of all kinds.

James B. Shields and J. C. Leverance have just returned from a hurry-up trip to Omaha. They had a very nice business in "La Saramitas."

Seattner Brothers & Ziegler have opened up Store No. 3, located near the corner of Superior and East Ninth, one of the busiest sections of Cleveland. It is needless to say that these boys will make good in their new location as they have made winners of Stores Nos. 1 and 2.

Phil Cohn, formerly with Shields-Wertheim Company, has purchased the Bond Street Cigar Store, formerly owned by Paul Schreiner. Mr. Schreiner has been appointed city paymaster. Mr. Cohn is very much pleased with the business he has had so far.

Mr. and Mrs. E. V. Schnoor, of Wichita, Kansas, were recent visitors in the city. While in town, Mr. Schnoor placed some nice orders with the Shields-Wertheim Company, he being their jobber in his territory.

E. S. Polster, of East 554 Euclid, reports business very satisfactory. Among Mr. Polster's leaders are such well-known brands as "Garcia", "Vega Dulce", "Aplomo" and "La Saramita."

Charles Strand has secured the lease at the corner of Superior and East 105th and intends to open a cigar store, bowling and billiard parlor. Mr. Strand is no new-comer in the game and ought to do a bang-up business in his new line.

Among the uptown dealers who are doing things is Tom Williams, located at the corner of Superior and East 55th. Mr. Williams has been in his present location a number of years and has built up a wonderful business. He is one of the largest dealers in pipes in the city. Mr. Williams has the reputation among traveling men of never being too busy to give them a few minutes of his time.

W. R. Hutton, formerly with Abe Ressler, has opened a cigar store and billiard parlor at 1053 Superior. Bill has a host of friends and undoubtedly will do a dandy business.

Bert Smith, of Shields-Wertheim Company, who has been at Mt. Clemens for the past few weeks, is back on the job again expounding the merits of "La Saramitas" through Indiana, Illinois and Michigan.

Harry Halper, of the Ohio Stogie Company, makers of the "Uncle Joe" stogies, informed the writer that he is away behind on orders.

"La Saramita" window displays have been very conspicuous in all the Standard Drug Company's windows the past few weeks.

Bert Quinn, manager at R. Jones' cigar store at Prospect and Eighteenth, is one of the most popular clerks down town. Bert is always there with a glad hand and a smile that won't come off.

Some very attractive display shelves advertising "Fatima" cigarettes have made their appearance around town.

Dick.

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J. LAWTON KENDRICK ..... Managing Editor
HOBART BISHOP HANKINS ..... Advertising Manager

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The report of Manila cigars shipped into the United States during 1915 shows an appreciable increase over the shipments of the previous year, and they would doubtless have been larger had shipping facilities been better.

Manila Cigars

Manila manufacturers are recognizing the fact that the smoking public of the United States is a discriminating one and that quality and merit figure extensively in their purchases of cigar brands. If the standard is maintained the shipments this year will doubtless show a still greater increase.

The question as to the rights of the several thousand keepers of stoop line stands in New York City to sell cigarettes and tobacco is purely a local issue, and merely a curious phase of merchandising in the big metropolis, but in our estimation the status of these people should be clearly defined, and at once.

The Stoop Stands

If the New York stand merchants are selling tobacco products without a legal right to do so, and if their trade is a serious and unlawful menace to the prosperity of the retail cigar dealers of Greater New York, the facts should be clearly proven before the Citizens' Investigating Committee, and the legislature should forthwith remedy the condition, but on the other hand, if it is shown as is contended that these stands have been doing business in cigarettes and tobacco for many years, and that they cater to a trade which the retail store keeper does not and will not attempt to reach, especially as far as the East Side of New York City is concerned, then it seems to us that the proposed legislation giving them specific rights to trade in tobacco products as they have in the past should be enacted.

We realize clearly the serious problems which the independent retail tobacconist has and is facing in New York City, but these do not alter the facts of the case, and the question arises if the legislature should abolish the sales of cigarettes and tobacco on the street stands of the city would there be enough shops vacant, say on the East Side to fill up the gap which the loss of the stand trade would involve, and who among our New York retailers would care to venture into a branch of trade which is peculiar unto itself. Trading from stands is second nature to the vast majority of the polyglot population of the sections in which they flourish. Certain commodities are always sold in the open in the countries from which they come. The tobacco and cigarette kiosks of Turkey and Greece and Southern Russia and Latin countries attest this, and would it be worth while for our retail shopkeepers to attempt to educate these folk in their own bailiwicks to going into stores to buy two cigarettes for a penny. We doubt it, and one strong reason for our doubt is the fact that on a prominent position on Delancey Street, which is a main artery of general travel through the East Side, the best looking cigar shop we have seen recently felt compelled to take out their bulk window, and turn it into a counter for the sale of goods in the open. The proprietor said that the people simply would not come indoors.

Philip Morris Celebrates

Saturday evening, January 22d, at Bryant Hall, 725 Sixth Avenue, New York City, witnessed the eighth annual reception and ball of the Philip Morris Mutual Aid Association. Not only was the celebration a success financially, but socially as well. In addition to the employees who attended, there were a number of the officers. The list also embraced a number of guests attracted by the reputation of former affairs.

The following are the names of the officers and committees under whose personal direction the reception was given: F. S. Lucey, president; C. H. Sutcliffe, vice-president; W. R. Littell, treasurer; H. Strembel, secretary; Board of Governors: Anna Smith, Helen Ford, Irene Burns, Sadie Stewart, Ben Wachner, P. Raftes, Herman Howler, and E. Andonian. Floor Manager, Herman Howler. Floor Director, Ben Wachner. Floor Committee: H. Strembel, N. B. Haskins, E. M. Robbins and G. W. Knepley. Reception Committee: A. Hensman, F. LaPrest, J. Fonner, H. Meyer, T. Hensman, A. Healy, L. Strembel, I. Oxhorn, F. P. Collins, S. Soffer, A. Pinkerton and M. Morgan.

Trade Jottings

M. W. Berriman, of Berriman Brothers, has been away the past few days on a trip to the Connecticut Valley country.

Mr. Kraus, head of Kraus & Company, the Baltimore manufacturers of the "In-B-Tween" brand, spent a few days in New York last week.

"Harvester," "Tentador" and "Rodena" were three new brands added lately to the already excellent stock carried by Stark & Hawkins, Toledo, O.

The "Plantista" brand of the Compeer Cigar Company, Reading, Pa., is reported to be having an excellent demand at certain points in the Middle West.

"Crane's Havana Smokers," manufactured by Jeitles & Blumenthal, Philadelphia, Pa., are being attractively displayed by the W. E. Eaton stores, Indianapolis, Ind.

Steven Hertz, Pittsburgh, Pa., was a recent visitor to the Boston market, calling on hotels, cafes and restaurants in the interests of the well-known "Reynaldo" cigar.

Missionary work was recently performed at Boston, Mass., by Jackson H. Kelley, of Salvador Sanchez & Company, in the interests of the company's "Dulce" cigar.

At a recent semi-monthly dinner of the Jacksonville, Fla., Wholesale Grocers' Association, held at the Seminole Hotel, "Cuesta-Rey" was the brand that graced the occasion.

Retailers at Santa Rosa, Cal., and other adjoining towns in the county, have taken on the well-known "Charles Denby" cigar of H. Fendrich for distribution. D. Peyser, represents the "Charles Denby" on the Coast.

The "Muriel" cigar of the P. Lorillard Tobacco Company, came in for more than passing attention in a recent window display in the Penn Street window of Charles Breneiser Sons, Seventh and Penn Streets, Reading, Pa.

From Buffalo, N. Y., comes the news that Harry Gross is in charge of the Syracuse territory for M. Melachrino & Company. Mr. Gross was formerly Division Manager at Buffalo for the cigarette department of the Liggett & Myers Tobacco Company.

Attractive displays on "El Sidelo" cigars manufactured by Samuel I. Davis & Company, were recently featured by the H. Bercovich Cigar Company, San Francisco, Cal., which company distributes the line also in its various retail stands throughout the city.

Speaking of the business done during the present month of January by the J. B. Moos Company branch at Toledo, O., F. Church, manager, stated that it was the best in seven years. He is rather optimistic about the future, and does not hesitate to predict that 1916 will be a phenomenal season.

Cause of Poor Burning Leaf

Dr. William Frear, of the Pennsylvania Experiment Station at State College, discussing experiments on the burning quality of cigar tobaccos during the recent farmers' week at State College disclosed some interesting data.

At the request of tobacco growers from York, Clinton and Lancaster counties, the Pennsylvania Station several years ago undertook investigations into the cause of the deterioration in the burning quality of filler tobacco there produced. In 1912 the burn of some of the York County tobacco was so poor as to render it either not salable at all or only at such extremely low prices as to cover but a small fraction of production cost.

A number of factors affect tobacco burn, chief of which is the character of the mineral materials of the leaf. Excessive chlorin content, or possibly an excess of chlorin in proportion to the potash content, is the most common cause of bad burn.

By keeping down the chlorin content the burning quality of the tobacco in the experiments was instantly restored to normal.

Only good horse manure, according to Dr. Frear, or artificial fertilizers free from minerals, should be used for tobacco manuring. Commercial sheep manure is too rich in salt for safety. Where mixed manure is available the German practice of fall plowing and manuring of lands to be used for tobacco may be helpful to the burn of the crop.

Cooney Bayer Cigar Company in New Factory

The Cooney Bayer Cigar Manufacturing Company, of Fort Wayne, Ind., has recently moved into its new factory at the corner of Lewis and Calhoun Streets. The building has five stories and a basement.

Everything which concerns lighting, ventilation, cleanliness and sanitation has been installed in the factory, which is one of the most complete and up-to-date in the country.

There are four humidors, one sweat room, zinc-lined boxes for the storage of cigars, dry rooms, storage rooms, electric elevator, rest room for the women, sanitary drinking fountains, wash rooms, a splendid system of lighting, an electric dynamo which continually pumps fresh air through the building, and in fact everything that modern science and sociology has devised for maximum business efficiency and for the health of employees.

"First Consul" a Leader in Colorado

Not only in Denver, but also throughout the State of Colorado, the "First Consul" cigar of P. Pohalski & Company, New York, has a good demand. Thomas Q. Atkins, of this company, recently arrived in Denver in the interests of the cigar, and planned to continue the remainder of the month of January there and in other portions of the State in furthering the interests of this popular brand. Niles & Moser are the distributors at Denver.

Louis Bythiner & Company in New Quarters

Louis Bythiner & Company, formerly located at 209 North Second Street, will occupy new quarters at 212 North Second Street after February 1st. This firm of leaf tobacco brokers has been long known in the trade and its reputation is being ably maintained by William Bythiner, who succeeded to the business following the death of his father, Louis Bythiner, last year.

Mr. Bythiner has recently returned from a trip through the Lancaster County leaf markets and from all accounts this active young man seems to be getting his share of the business.

The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, January 24, 1916.

BUSINESS during the first fortnight has not improved, although we have had a number of American buyers in town, and since that time more have arrived. The Cuban Land and Leaf Tobacco Company has been again in the market, and will purchase several thousand bales of the Vuelta Abajo, 1914 crop, for the needs of the American cigar factories, all of which, however, have not yet been received, and therefore are not included in the sales reported lower down. There have also been made some transactions for Europe (Spain and the Netherlands), which will appear in our next report from here.

That the American buyers have not sized up the true situation, at least those that came here at the beginning of the month, becomes more evident, as the outlook for the coming crop, on account of the persistent drought, in the Vuelta Abajo at least, is gloomy indeed, unless we should still have one good rainshower before the end of this month. There has been some tobacco cut of the very early planted fields, but this will amount to only a drop in the bucket, and the American clear Havana cigar manufacturers may have hard work to find any suitable leaf for them, unless Nature at the last moment should have pity upon us. Our large cigar manufacturers may have enough stocks on hand, to tide over this year, in case of need, but the smaller ones will be in a fix.

As far as the crop statistics of last year are concerned, we herewith publish some estimates of the stocks on hand upon January 1, 1916, a calculation of the total crop of last year in our Island, as well as a recapitulation of the crops of the different kinds, during the last eleven years. This shows, that with the exception of the year 1906, the 1915 crop has been the smallest in quantity, particularly of Vuelta Abajo. We do not pretend, that these figures are exactly correct, as there are too many details to be taken into consideration, which would require more time and considerable expenses, but for all ordinary purposes, we think, they will serve the object for which they are intended.

The stocks on hand might appear sufficiently large to satisfy the demands of the American buyers, but it must not be forgotten, that perhaps one-half of this quantity may be unfit for the needs of the American cigar manufacturers. The stocks held by the American and Spanish houses, who do not sell in the open market, and who have purchased them in the country direct from the farmers, or made their own packings, for account of their customers, are not included in the 90,000 bales in first hands upon January 1, 1916. Therefore, the large American cigar manufacturers need have no fear of being left without their usual supplies of leaf.

Sales during the first fortnight this month totaled 9901 bales, which divided represented: Vuelta Abajo and Semi Vuelta, 1152; Partido, 432; Remedios, 5532; and Oriente, 2785 bales.

Buyers were: Americans, 6277; exporters to Europe (principally for Spain), 2825; shippers to South America, 503, and our local manufacturers of cigars and cigarettes, 296 bales.

Exports of leaf tobacco, from the port of Havana, from January 5 to January 17, 1916, totaled 10,586 bales, which were distributed to the following countries, viz.: To all ports of the United States, 8223; to Canada, 869; to Spain, 398; to the Netherlands, 90; to Denmark, 72; to Norway, 20; to the Canary Islands, 11; to Oran, 300, and to the Argentine Republic, 603 bales.

Receipts of Leaf Tobacco From the Country

For the two weeks ending January 14, 1916.

Vuelta Abajo	1036	bales
Semi Vuelta	58	"
Partido	5	"
Remedios	1997	"
Oriente	167	"
Total	3263	"

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Julius Klorfein, of Julius Klorfein; Ernst Ellinger, of Ernst Ellinger & Company; Alfredo Selgas, of Selgas & Company; Milton Samuel, of Maximilian Stern; Joseph Mendelsohn, of Mendelsohn, Borneman & Company; Allie Sylvester, president of the American Cigar Company.

From Chicago: N. Raphael, president, and Frank Stern, foreman, of Ryan & Raphael Cigar Company; H. B. Franklin, of H. B. Franklin & Company.

From Philadelphia: Felix Eckerson, of Felix Eckerson & Company.

From Boston: John Alles, of Alles & Fisher; Samuel Grysmich, of S. Grysmich & Sons.

From Detroit: Joseph Mouir, of Joseph Mouir.

Returned—Baldomero Fernandez and family; F. E. Fonseca, of F. E. Fonseca S. en C.; Manolo Rodriguez, of Rodriguez, Menendez & Company; Sidney Rothschild, of Sidney Rothschild; Abe Haas, the large tobacco planter, of Camajuani; Carlos E. Beck, Sr., Mrs. Beck, and Edgar Beck.

Arrived—From New York: John Sommerville, manager of the cigar department of G. S. Nicholas & Company; Thomas F. Healy, representative of Ramon Allones, for the United States and Canada; F. A. Alexander, representative of Flor de Tomas Gutierrez, and La Flor de A. Fernandez Garcia.

From London, England: Louis Avenel, representative of the Por Larranaga factory for Great Britain.

Departures—To New York: Richard Sichel, Howard L. Friend, Dionisio Hevia, Vicente Planco, S. Ruppin, Max Schwarz, Alfredo Selgas and Charles Landau.

To Boston: S. Grysmich, C. A. Sullivan and L. L. Jacobs.

Cigars

We submit herewith a table of the exports of the eleven principal consuming countries of our cigars, copied from "El Tabaco", and compiled by Ramon La Villa, as published in its edition of January 10, 1916, and which might be interesting reading to the subscribers of "The Tobacco World." It gives also the exports of leaf tobacco, cigarettes and cut tobacco, during the years 1914 and 1915.

Business in our cigar factories is better than we dared to hope for, at the begining of the year, and considering that the terrible European conflict for supremacy is still far from its conclusion. Great Britain particularly is sending good sized orders, while the demand from the United States might be better in view of the exceptional prosperity all over the country.

Don Pepin Rodriguez, the senior partner of the S. A. Romeo y Julieta factory, arrived here in the best of health and spirits on the 18th inst., and he told us, that he had brought along many orders, which would keep the factory busy at least for two months to come, or more still. "We have an excellent stern breeze," were his concluding words, when we terminated our interview with him.

Partagas is doing also an excellent business in all directions, as orders have continued coming in right along.

Don Alberto Upmann, of the H. Upmann factory left for the United States last Saturday, the 22nd inst. H. Upmann is making heavy shipments of cigars to the United States, Canada and Great Britain.

Por Larranaga is working at top speed for Great Britain, and has also good orders from the United States, as well as from the South American Republics.

Sol and Le Devesa de Murias is working stronger than ever at present, as there is no cessation of the arrival of fresh orders.

Leaf Tobacco

S. Ruppin, of New York, was a heavy buyer of leaf, during his stay here, as we understand, he secured around 3000 bales of the choicest vegas to be found in our market, through the valuable assistance of Leslie Pantin, as usual.

The Spanish Regie purchased 2825 bales of leaf, during the first half of this month, and is still looking for more goods.

Walter Sutter & Company bought for account of their customers 1559 bales of leaf, during the same period.

Herrera, Calmet & Company were sellers of 637 bales of Remedios to their various clients.

Max Herzog, the well-known leaf broker from New York, is attending to the wants of Julius Klorfein, the manufacturer of the "Garcia Grande" cigars.

Arthur Morris, whose firm of Morris & Morris, of London, is the largest cigar importing concern of our independent factories, arrived here early in the month, to make his customary visits upon our cigar manufacturers, after an absence of two years, owing to the war.

C. A. Sullivan, vice-president, and L. L. Jacobs, superintendent of Waitt & Bond, Incorporated, of Boston, came here upon a short visit of pleasure. W. & B. are the makers of the famous "Blackstone" brand of cigars, which has a weekly sale of 1,000,000 cigars, throughout the year, upon an average.

Jose C. Puente & Company sold 353 bales of Partido and Remedios leaf, during the first two weeks of this month.

Jose F. Rocha closed out 150 bales of Vuelta Abajo, during the past fortnight, to his customers.

Shippers above 200 bales of leaf tobacco, from the port of Havana, during the two weeks, ending January 17, 1916, were: Virgilio Suarez, 1933 bales; Walter Sutter & Company, 1308 bales; Cuban Land and Leaf Tobacco Company, 1070 bales; I. Kaffenburgh & Sons, 878 bales; Manuel Suarez, 798 bales; Leslie Pantin, 783 bales; Menendez & Company, 632 bales; J. Bernheim & Son, 611 bales; G. Arostegui, 561 bales; Sobrinos de A. Gonzalez, 470 bales; J. F. Berndes & Company, 433 bales; Manuel A. Suarez & Company, 412 bales; Sucesores de Juan Lopez, 300 bales; M. A. Gunst & Company, 277 bales; Hijos de Diego Montero, 203 bales.

Oretaniv.

American Buys in Henderson Again

After being off the Henderson, Kentucky, market for four years, the American Tobacco Company has resumed buying tobacco there again. The firm through its local representative, B. B. Beverly, bought several thousand pounds of the weed at the tobacco sale on the loose-leaf floor on the first day.

The firm has one of the finest factories in Henderson, which has been standing idle for two years. For two years after the firm ceased buying tobacco on the local market the factory was let to other firms, but for the last two years the building has been closed. Some fancy prices were paid for tobacco at the loose-leaf sales. Some of the best unfired tobacco went as high as $11.15, which is slightly lower than at the former sale.

The American Company will buy for the present only over the loose-leaf floor. Mr. Beverly said the company preferred buying over that floor, as in that way it buys only what it wants or, rather, does not buy what it does not want.

Tobacco Fertilizer From Indigo Plant

The residue of the indigo plant, after the extraction of the indican, known commercially as indigo, is used in the Karachi consular district, and probably also in other parts of India, as a fertilizer for the tobacco plant. This substance is known here as "seeth."

The roots of the tobacco plant require free access to air. Seeth breaks up the ground in a way to allow the air to penetrate. Experiments have been made recently by the Agricultural Research Institute in Pusa, India, with the object of securing better results from seeth. The substance has been used for years by the natives, but little scientific work has been done in India until the last ten years. The experiments so far indicate that tobacco soil in which seeth and bits of broken tile or broken chatties (baked-clay water jars) are mixed produces better crops than soil under no special treatment.

The cost is moderate, and the results achieved warrant the extra expense. A plot of tobacco land near Pusa was treated in this way nine years ago and has shown marked superiority over adjoining plots ever since. Indigo has had a remarkable "boom" since the war began, and the amount of seeth available has increased.—"Commerce Reports."

Robert E. Lane Off for Havana

The well-known representative of the Partagas factory, Robert E. Lane, has sailed for Havana where he expects to spend about four weeks. Mr. Lane has recently returned from a Western trip and brought with him the most encouraging reports. "Partagas" cigars enjoyed a splendid holiday sale and the outlook for the coming season is gratifying.

Tampa

Manufacturers Glow With Enthusiasm—Jorge Leon Now in Cuba Looking After Tobacco Crop— Matthew Berriman Returns to New York—Philip Verplanck Now Located in Tampa

Tampa, January 26, 1916.

IT is with a vision different from that of other years that we gaze out on Tampa these days of 1916. Formerly, this period was associated with dullness and lack of orders, but not so in 1916. Our factories are being kept busy taking care of the demands coming in unsolicited from jobbers and distributors. What is the result? Optimism! It is conceded that good business nearly always inspires one to clothe things in rose-colored garments. Therefore the vision. Business is good and our viewpoint takes a new road. We can well afford to overlook many things, which under more depressing circumstances, we would not.

Would it not be to our advantage to take cognizance of our present happy state of mind and ascertain whether there are not certain channels which we have left still unexplored to assist the distributors of our goods. Certain concessions made at this time, a certain line of tactics followed, would not only bind our interests more closely, but would also prove a bulwark for us in the leaner years, which must surely rear their heads at some future time. Then shall we derive the benefit of good work done now, for loyalty is a powerful asset in the code existing between manufacturer and distributor. It is up to you manufacturers to get busy and pry for those small loop holes which have not always been scrutinized as well as they might have been. And they exist, there is no doubt of that. Therefore, be up and doing even in these prosperous days, and remember that the suggestion comes in all friendliness.

The aggressive spirit manifested by the Liborio Cigar Company is certainly invigorating. We prophesy an excellent future for Dr. Avenalle and his corps of splendid assistants.

So well are the sales going along on the "Above the Average" cigar, manufactured by the San Luis Cigar Company, that enlarged facilities are required. To this end, a large basement is now in the course of construction, to be utilized as a stock room for the leaf tobacco required.

The Morgan Cigar Company, manufacturers of the popular "Juan de Fuca" cigar, will start their salesmen on the road with new samples, February 1st.

John W. King, making his headquarters at Greensboro, N. C., and Eastern representative for Cuesta, Rey & Company, was a recent visitor to the factory. Mr. King stated that prospects at present are excellent.

Jorge Leon of San Martin & Leon, is now in Cuba, superintending the harvesting of the tobacco crop on the plantations owned by his father and himself.

Jerry Windmueller of Salvador Sanchez & Company, known by the well-made "Dulce" cigar, is on a trip to Chicago in the interests of the company.

Matthew Berriman, following a two months' visit here at the factory, left recently for a return visit to New York. The names "Berriman" and "Jose Vila" are synonymous.

"Shorty Clark" if one would speak in paradoxes, did not overlook his conference with the factory. Mr. Clark by the way is seven feet tall in his stocking feet. He came for his usual new samples and outline of campaign for the J. M. Martinez products.

Trade Jottings

John W. Merriam, of Merriam Segars, Incorporated, was listed among recent visitors to the trade of Buffalo, N. Y.

Orders better than ever before, are reported at the present time by the manufacturers of the "La Venga" cigar, Celestino Vega & Company, Chicago, Ill.

The St. Louis Retail Druggists' Association re-elected W. A. Hoelscher, vice-president of the Stickney-Hoelscher Cigar Company, St. Louis, Mo., president of its association.

It is current that the C. C. Snider Cigar Company, Birmingham, Ala., is to take over the control of the well-known "San Felice" cigar of the Deisel-Wemmer Company in that district.

Meyer Schwed, representing E. Regensburg & Sons, recently devoted his time to calling on the trade of Cincinnati, O., and adjoining suburbs in the interests of the popular "Admiration" cigar of his company.

Hirsch & Slager, Memphis, Tenn., report that between distributing and retailing of Cuesta-Rey cigars, they average from 25,000 to 30,000 monthly. And this, despite the fact that Cuesta-Rey cigars are handled by other firms locally.

Julius F. Lockner, Howard G. Reitzel and Frank W. McHugh are the directors of the J. F. Lockner Cigar Company, Rochester, N. Y. This company was recently incorporated with a stated capital stock of $25,000, and will manufacture and deal in cigars.

"El Dallo," manufactured by Wertheim Brothers, Baltimore, Md., will hereafter be distributed locally by the Robinson-Pettit Company, Louisville, Ky. It was formerly distributed by R. D. Bakrow & Brother, who recently sold out their entire stock at auction.

"B. & D." is the title of a new brand of granulated cut-plug smoking tobacco of good quality that is now being offered to the trade by Messrs. Brink & Dolan, of Kansas City. The package, which is rather attractive in appearance, bears the "B. & D." trade-mark.

Havana-filled with Connecticut shade-grown wrapper, is to form the make-up of the "La Rosa Espinola" cigar to be placed on the market shortly by Seidenberg & Company. This brand is not a new one, but it is the intention of Seidenberg & Company to revive interest in the brand.

Though they have been distributing "Tadema" cigars manufactured by Arguelles, Lopez & Brother, for more than twenty-five years, the William F. Monroe Cigar Company, Chicago, Ill., are not above knowing that even yet there are smokers who can be converted to smoking this excellent brand. Along this line, they recently devoted a week to the especial featuring of the "Tadema."

Philip Verplanck whose interests are identified with the "El Genio" clear Havana brand, has located himself and family in Tampa, and will now be able to devote more of his attention to the factories.

Perfecto.

Developing Efficiency in the Clerk

A successful store manager was asked how he got such splendid results from his employees. Here is his answer: "My method in training the clerks is to invariably show extreme patience, and never make even the humblest of my people look ridiculous. It frequently happens that in going about the store I will hear some clerk, in talking to a customer, make a foolish or, at least, an unnecessary statement. I always make a mental note of this, saying nothing at the time. Shortly thereafter, I call all the clerks together, bring up the incident—of course, not mentioning names, and in many cases so changing things that the clerk cannot be quite certain whether I am hitting at him or not—and explaining why the procedure was foolish. The lesson will almost invariably have its effect, not only on the one for whom it was especially intended, but on the sales force generally. The trouble with a great many sales people is that they don't know how to talk to a customer. Their vocabulary and choice of expressions are extremely limited. The customer will apparently select a cigar, the clerk will assure him it is exactly what he wants, and strings along a few variations on this remark. Then the customer happens to see the name of a new brand and gets inquisitive, and the clerk no longer has anything to suggest or advise. To be very enthusiastic in the praise of any one article is to leave no loophole in case the customer should decide on something else. By being constantly around, I am able to note these errors and our sales force shows the benefit of this training. At the meetings however, I by no means dwell entirely on the mistakes that have been made by the members of the staff. Topics of general interest that are germane to the business are also discussed. I frequently get ideas from trade journals and bring them up for discussion. Articles in regard to methods used in particular stores, and how they have achieved success by working along certain lines, appeal to us very strongly. I generally read one of these articles and call for opinions. I also discuss the scheme, either commending it or endeavoring to show why it should not be suitable to us. I do not want to give the impression, however, that at these meetings I do all the talking. On the contrary, I encourage expressions of opinion.

Promptness in Serving Customers

Do you keep a customer waiting long enough for him to make an unjust estimate of your ability, or to take an uncomplimentary inventory of your surroundings? Things look ugly and distorted when one is waiting. The customer may be waiting of his own accord, but the minute the obligation is on the other side it is another matter. You may be waiting at some wayside junction for a train. Instead of seeking diversion, or breathing in a supply of fresh air, you wonder how many hours late the train is, and how food could be more abominable than the refreshment you are compelled to take from the only place available.

There is measurable danger in keeping a customer waiting, even though you may be familiar with his personal characteristics. Do not presume upon his good nature, even though he may have assured you that "There is no hurry." Just imagine that he is in a hurry. Every minute you keep him waiting gives him just that much more time to study defects in service and in your goods, and makes your task to please him so much harder.

You know the weak points of your goods, if there are any. Do not permit the customer to make the same discovery. Use your psychology; engage his entire attention at once, and hold it until he leaves you. The good will thus gained by prompt and efficient service goes on, the gain being almost incalculable. For your own good strive to be prompt in waiting upon customers.—"Furniture Journal."

"Thank You" Is a Trump Card

There is much wisdom in the following hints:—Say "thank you" every time and say it cordially. Just keep in mind that "thank you" is a trump card, and remember that you are the company to the customer. The more pleasant you look the more pleasant you'll be, and never tire of taking pains to please. Smile—good salesmen know it wins. Enjoy your work and look it—smile. Soiled linen should go to the wash—don't wear it. Tidiness in your dress is as important as tidiness in your stores.

Stick to the truth—nothing is so good. Don't argue—our stores are not court rooms. Never forget that what a customer asks for he wants. Slow to come is quick to go. Never be late, and keep your eyes off the clock—quitting time can't be hurried. Be a booster—knocking is a waste of time. Lift your work—anybody can hold down a job. Our success is your success, remember that.

Think for the store and you will think for yourself. Be cheerful—cheerfulness is catching, there is always room behind the counter for a smiling face. To get the customer's attention, give him yours—the man in front of you is entitled to all your attention. A cash register in balance always says a good word for you. Accuracy will make you friends at the store. Get on the most intimate terms with the goods you sell. Know your stock as well as you know your way home. The store floor is not a waste basket, nor the counter a catch all. A "thank you" is a part of every transaction. "Thank you" can always be given in change.

A salesman's friend should be the store's friend. Make the service you give as good as the goods you sell. Every customer should have a reason for coming again. Fight dust—it's the microbe of laziness. Doesn't that sound good? There is a good deal more to salesmanship than selling; good salesmen study the book of human nature. Nobody needs to tell you you're doing well—you know it. Keep your hands clean all the while, make neatness a habit—it counts. No sale is complete until the customer is satisfied. Keep thinking what the man in front of you will say when he goes out. We are proud of every man who helps.

A good time to look pleasant is when the customer comes in. Hand things—don't toss or throw or tumble them out. Always keep your stock of politeness full. You know how you would like the salesman to act if you were the customer. Talk with your man, nor at or to him and above all be cheerful, smile and say "thank you."—Robt. Orr at North Dakota Merchants' Association.

British-American Company Sells German Holdings

At a recent meeting in London of the British-American Tobacco Company, Joseph Hood, Deputy Chairman, announced that the company's interest in German companies had been sold to one of the largest German banks, with the consent of the British Government. No money can be paid on the sale until the end of the war.

Mr. Hood said that special losses due to the war were not likely to exceed half of the $7,500,000 already transferred to the general reserve to cover such losses. More than 1000 of the company's employees have enlisted. Net profits for the year ended September 30th were $9,250,000, against $10,895,000 in the previous year. An additional income of $575,000 was paid during the year.

Arthur Crocker, well known in the cigar manufacturing trade in this city, has recently joined the office force of Bobrow Brothers, 114 South Second Street.

U. L. Kline, the well-known Yorkanna cigar manufacturer, stopped off in Philadelphia, Saturday, en route to his home, after a trip to Baltimore, Wilmington, Camden and other nearby cities.

Rate to Be Established for Tobacco Trash

E. H. Hinton, agent for the Southern Railway, Winston-Salem, N. C., has been authorized by the Interstate Commerce Commission to establish a rate for the transportation of tobacco trash and dust, in straight or mixed carloads, minimum weight 30,000 pounds, from Winston-Salem to Jacksonville, Florida, the same as the rate concurrently in effect from and to the same points on tobacco stems without observing the long-and-short haul provision of the fourth section of the act to regulate commerce.

The Commission does not approve any rates that may be filed under this authority, all such rates being subject to complaint, investigation and correction if in conflict with any provision of the act.

Grand Rapids Cigar Manufacturer Protests

The Vanden Berge Cigar Company, of Grand Rapids, Mich., has protested to Congressman Carl E. Mapes, at Washington, D. C., against alleged unfair provisions in the war revenue tax on cigars as recently extended for a year by Congress. Under the terms of the bill, manufacturers who turn out from 400,000 to 1,000,000 cigars annually pay a tax of $30, while those who make from 1,000,000 to 5,000,000 pay a tax of $150.

It is charged the tax is graded very unfairly, as a manufacturer who makes a few more than a million cigars pays as much as one who makes five times as many. Congressman Mapes has taken the matter up with the Internal Revenue Department and the House Ways and Means Committee.

The Value of Tobacco

Writing on "Alcohol and Tobacco" in the London "Times," General Sir John Hart Dunne stated: "It seems a little surprising that those who give us so much admirable advice on the subject of economy seldom, if ever, advocate a form of abstinence that in any way affects themselves. As the Bishop of Hereford acknowledges that he has no experience of the advantages of tobacco, which he suggests that we should all relinquish, will not permit my saying that as a smoker in the army for more than sixty-three years my experience is that smoking has done more than anything else to put a stop to the excessive drinking that was so prevalent in my youth. Moreover, in the many malarious climates and filthy smells of the East, smoking is the very best antidote. In that terrible winter of 1854-1855 in the Crimea, when we were often half-starved and had to spend long nights in slush and snow in the trenches, we found that a pipe of tobacco soothed the nerves and kept off the pangs of cold and hunger. Therefore I must protest—especially on behalf of the poor of our country—against the Bishop's proposition that we should all give up the moderate use of tobacco on the grounds of economy and patriotism, particularly as the tax on it helps much to swell the revenue, and it is undoubtedly a strong preventive against alcoholism." Here we have practice contrasted with theory; and we all know their relative value.

"Charles Denby" Featured in Nashville

The "Charles Denby" cigar, manufactured by H. Fendrich, Evansville, Ind., is coming in for a good deal of publicity out in Nashville, Tenn., by way of posters displayed in the windows of the various retailers throughout the city. The Matthews-Phillips Company, which went out of business the first of the year, were the distributors of the brand formerly, but since then, the line is being distributed by the Phillips-Trawick Company.

A Holiday Display in the window of I. Weinberger, a popular Los Angeles tobacconist

Tobacco Market at New Milford Picks Up

The New Milford, Connecticut, tobacco market, which has been dull the past few weeks, with a gloomy outlook for those farmers who had not already disposed of their crops, took on a new lease of life recently, when two outside buyers came here and began buying all tobacco in sight. The price last week did not go above eight cents a pound, but upon the arrival of the outside buyers, a fairly rapid advance took place, so that fourteen cents to eighteen cents a pound has been the figures the past week. L. Gerschel Sons Company, of New York, was one of the concerns that stirred things by offering fourteen cents a pound, and bought 125 acres at that figure or better. Incidentally, it might be remarked that some tall hustling was done by all the buyers the middle of last week. Much of the tobacco is being shipped away for assorting and packing.

Lancaster Country Leaf Crop Below Average

The heavy deliveries of Lancaster County's 1915 tobacco at the Lancaster warehouses has given the packers the first good opportunity they have had on getting a line on the new crop, and the conclusion reached is that it is far from being first-rate tobacco. Aside from the leaves being small, narrow and lacking length, the texture is light and the tobacco is away off in weight.

The average weight per acre when the crop is a full one is 1500 pounds, but the 1915 crop only averaged 1200 pounds. The large amount of pole-burnt goods is causing considerable trouble, or it either has to be sorted out when poorly stripped tobacco is brought to the warehouse, or the grower is sent back home with his rejected goods. There has been no "docking" so far, and no damage suits growing out of rejected deliveries.

The Independent's Chances Against the Chain Store

From "Printers Ink"

AN executive who had served for several years with a fairly well-known chain-store system recently withdrew to go into another business. The editor of "Printers' Ink" asked him to size up the case of the independent as against the chain store, from his viewpoint as a chain-store man. The following paragraphs are selected from the letter he wrote in reply to the request:

"Talk to the average independent retailer who is, or thinks he is, in competition with a nearby chain store, and you will usually find him in a most depressing frame of mind, imbued with a spirit of resentful and hopeless resignation. He may have a well-established trade, a long list of reliable customers, and an excellent share of that intangible but highly valued commodity known as good will, but, even though his business be just as good or even better than it was prior to the advent of the chain store, his distress is none the less profound. Indeed, if the circumstances be such as to render a man ordinarily optimistic, he is all the more pessimistic.

"The only way I can account for this is that his mind persistently dwells on the old adage that 'the higher they fly the further they fall.' Such an attitude is not calculated to bring a man success under any conditions, and if Mr. Independent Retailer's apprehensions are not entirely groundless he is in a really serious plight. The fact that his trouble comes from within more than from without will neither solace nor save him unless we can prove his error to his own satisfaction and convincement.

"The trouble is that from the very first he has visualized the competing chain-store as a giant combination. When it opened its doors he probably stood gazing out upon it in sorrowful reflection and, to his distorted mental vision, there appeared, not a single store, but a great chain of competitive stores. He saw the chain in all its length and strength; he glimpsed the tentacle and saw the octopus magnified a thousand diameters. If he was an imaginative individual, it is likely that he pictured himself a clerkly drudge in the employ of this commercial octopus, his wan, worn wife slaving at the washtub to eke out his weekly pittance, and, finally, their emaciated bodies laid in a premature grave, while the coroner wrote his verdict: 'Died of inanition.' Oh, verily, it was a sad, awful picture; enough to overcome the strongest man. If he had only been able to see in that new store but a single competitor, subject to the same conditions and confronting the same obstacles through which he had won his way in times past, he would not have been so quick to assume the supine and non-combative attitude I have described. It is dangerous to under-estimate or over-estimate one's adversary, but the latter is by far the greater evil, for it makes for cowardice.

"It is a common belief that chain-store organizations make a practice of opening branch stores which they know will, in all likelihood, never become profitable, their only object being to stifle some aggressive, local, independent retailer. I believe this supposition to be absolutely erroneous. I have never known an instance of this kind, but I do know that such a practice is a violation of chain-store policies, as it is of the most elemental dictates of common sense, a commodity in which chain-store proprietors are seldom deficient. There are instances where branch stores are opened for the purpose of cutting in on a competitive branch chain store, when the prospects of establishing these stores on a paying basis are more or less remote, but you may be sure that such expedients are not resorted to inadvisedly nor regarded as anything but a necessary evil. The fact of the matter is that, except in rare instances, the chain does not seriously consider independent retailer competition, at least, not seriously enough to enter into or intentionally invite hostilities. It may be accepted as a general principle that the independent retailer is only the incidental and not the direct object of chain-store aggressiveness.

"Probably the worst feature of chain-store competition, from the independent's standpoint, is price cutting of standard brand goods. Very often the chain sells standard brand goods at or very little above the price the independent pays for them, and sometimes actually below it. How can Mr. Independent meet such competition? He can't; or, at least, if he does, his business judgment is generally at fault. Bear in mind, that the chain cannot afford to sell goods at a loss any more than the independent can, nor does it hanker to do so any more than the independent does, for where goods are sold at or below cost, the amount lost is, naturally, proportionate to the amount sold. If the independent sells, say, Post Toasties or Cream of Wheat below cost and the average weekly output is two cases, he suffers a certain small loss. If the chain, having an output of 500 cases, does the same thing it suffers a big loss. The small loss to the independent is as severe as the big loss to the chain, but remember that the converse is equally true. You tell me that the chain can offset this loss by pushing its more profitable private brands. Not to the extent you think it can, however, for, in order to build up its private brand business, the chain must sell such goods below its cut-price standard brand goods, yet closely approach the latter in quality and quantity, and, considering manufacturing costs, you can easily see how this keeps down profits.

"The fact of the matter is that the chain store is operated on a profit margin that would mean financial suicide to the independent retailer. Two things keep the chain store going: volume of business and rapid turn-over of cash.

"'But,' the independent says, 'It is a matter of indifference to me what keeps the chain stores going; the fact is that they can and do undersell me and, therefore, I am unable to withstand their encroachments.'

"That brings us back to the much-discussed but very live subject of 'service.' The chain store can undersell the independent, but it can't 'over-serve' him. The small profits of the chain-store business necessitate the most rigid economy in operating cost—economy which must be extended to the labor item. The labor item is practically an unsolvable one for the chain store, for low wages and loyalty are rarely companionable, yet low wages are an imperative condition. The chain is deficient in two great fundamentals—personality and service—and these are the independent retailer's means of salvation.

"I have said nothing new or startling or in the way of a revelation. The chain-store symposium, which ran in 'Printers' Ink' about a year ago, covered the subject thoroughly and, as far as I remember, the conclusions therein presented were the same as my own. I do not believe that the capable, level-headed, enterprising independent dealer can ever be put out of business by a chain-store competitor, and I do believe that the independent retailer who suc-

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HONGKONG'S CIGARETTE INDUSTRY

American Machinery Predominates—Large Percentage of Output Shipped to Malay States and East Indian Points—Shortage of Cigarette Papers

IN the past two years, and especially in the last six months or so, there has been an immense increase in the imports of leaf tobacco from the United States into Hongkong, coincident with the extraordinary development of a local cigarette factory. No reliable returns as to the actual imports of American leaf are to be had except from commercial sources, but it is estimated that arrivals are at the rate of about 400 tierces and hogsheads per month, as compared with imports of about 300 such packages per month a year ago and a very small portion of that amount two years and more ago.

The bulk of these imports at present go to the cigarette factory mentioned. This factory is now importing 300 hogsheads of 1050 pounds of tobacco per month, largely from the United States, paying for it on an average of about $25 gold per hundred pounds.

The local cigarette concern is the chief factor in the entire tobacco trade of South China at the present time. The factory was established several years ago by Chinese, or at least Asiatic, capital but with modern machinery. It is now operating thirty-one machines from 7 A. M. to 9 P. M. and can not keep up with its orders. Twenty-one of its machines are of the latest pattern of American make and the rest are Japanese.

Recently the capacity of the factory was increased one-third by the purchase of American machines, but it is considered doubtful by the management whether it pays to operate American rather than Japanese machines with Chinese labor. The American machines are immensely finer and more effective and labor-saving, but they are also more delicate, and with the unskilled Chinese labor available they get out of order easily and often. The Japanese machines require more labor but involve less capital and, so long as cheap labor is available, probably represent a lower actual cost of production. Nevertheless the management of the factory here is disposed to favor all extensions along American lines and with American machines.

The factory in Hongkong is turning out cigarettes at the rate of about 2400 cases a month or about 4,000,000 cigarettes a day. The cigarettes are put up in packets of ten or in tin boxes of one hundred and arranged in bundles of 1000, and are usually sold and shipped in cases of 50,000. 50,000.

The cheapest grades are very cheap indeed, popular coolie cigarettes being sold in packets of ten for one cent local currency, i. e., ten cents local currency or about 4.5 cents gold per hundred. The nature of the cigarette sales campaign in this field can be understood from the fact that an opposition company sells a packet of eleven cigarettes and a bamboo holder for one cent local currency. Better-grade goods are packed in round tins, a popular cigarette selling at thirty-five cents local currency or about 15.75 cents gold per hundred. Cigarettes of comparatively high grade, selling around seventy cents local currency or 31.5 cents gold per hundred, form perhaps one-fourth of the factory's production. The balance of the output is about equally divided between the low and medium grade cigarettes.

Fully 60 per cent. of the output of the factory at present is shipped to the Federated Malay States and other East Indian points, but in recent months even the northern field in China has been invaded to some extent. The goods are consumed almost exclusively by Chinese. Elaborate and more or less effective advertising campaigns in behalf of the various brands are carried on in the Chinese newspapers, supported by Chinese posters. The goods are practically unknown in English publications or in foreign business circles.

The cigarette industry in the Far East has been greatly handicapped of late by the difficulty of securing cigarette paper. Since the shutting off of supplies of such paper from Austria and Germany—from which countries most of it was obtained heretofore—the difficulty of securing stocks has increased to a point where it is a very serious obstacle to trade extension. A large portion of the trade of the Hongkong factory at times is in tobacco prepared for rolling cigarettes. This is sold to the Chinese consumer with the required amount of paper for using it; and this special trade, usually including a large element among the lower classes of Chinese, is greatly hampered at present.

Efforts to interest the general tobacco trade in Hongkong in American leaf are only fairly successful. The average Chinese consumer prefers Chinese tobacco, and the American leaf imported is used for mixing. Considerable interest in American leaf tobacco is being shown by tobacco interests in other parts of the Far East; a buyer from Singapore recently placed a material order for American leaf in Hongkong, and there are indications of further trade.—"Commerce Reports."

Manila Shipments Increase

Those members of the trade who have been watching with interest the fortunes of the Manila cigar in the United States, will be fortified to quite a degree by an examination of the figures appended herewith. Manila cigars imported into the United States during 1915 totalled 61,157,338, this amount declaring an increase of 7,884,523 over the preceding year. These figures are of an encouraging nature, and doubly so, when it is considered that the shipping facilities were not all that they might have been, thus retarding even greater importations. If it is possible to obtain better facilities during 1916, no doubt the next report will show even greater gains. The comparative table prepared by Colonel James J. Rafferty, Collector of Internal Revenue for the Philippine Islands, is as follows:

	1914	1915
January	3,163,308	4,219,398
February	4,087,703	9,120,487
March	6,142,718	7,094,886
April	4,291,776	3,800,928
May	4,331,452	3,698,659
June	4,474,739	3,454,529
July	4,774,765	5,702,993
August	3,400,425	5,330,424
September	5,191,949	6,257,460
October	8,113,215	4,300,785
November	5,340,765	8,176,789
Total	53,312,815	61,157,338
Increase		7,844,523

Two Atlanta Salesmen Enter Retail Field

C. H. Williamson, for a number of years with the United Cigar Stores Company, and P. G. McLean, formerly with the Capital City Tobacco Company and later with the United Cigar Stores Company in Atlanta, Ga., have recently formed a partnership and opened a retail store in the McClure Building at 11 Whitehall Street, Atlanta, Ga.

The leading cigar, cigarette and chewing and smoking tobacco brands will be featured. Among the leading cigars which they offer are "Antonios", "La Preferencias" and "Above The Average."

Thousands of Tourists to Tampa Visit This Factory

Thousands Visit Cuesta-Rey Factory Each Year

ABOUT this time of year the disagreeable, not the unhealthy weather of the North drives thousands of citizens and their families into the warmer climates of the South. A large majority of them reach Tampa, and there find many delightful ways of passing the time and enjoying the climate. Tampa, the clear Havana cigar center of the United States, is able to both interest and instruct many of these visitors in the changes that transform the raw leaf into the delightful cigars that annually give pleasure and inspiration to millions of Americans.

Most of the sightseers are directed to the factory of Cuesta, Rey & Company, which has every facility for producing cigars and in which the visitor can follow the raw leaf through the stripping process and so on until the boxed cigars are packed in cases ready for shipment.

The reputation of the Clear Havana cigars produced by Cuesta, Rey & Company is known not only throughout the United States, but in many parts of Europe as well, and the tourist is happy at the opportunity of inspecting this famous factory.

The visitor will find a well filled factory busy with high-grade workmen who are constantly producing the finest class of clear Havana goods under the most sanitary conditions. Here also may be observed the famous X-ray machine which sterilizes every box of cigars that leaves the factory.

For many years Cuesta, Rey & Company have taken delight in extending their hospitality to all those who visit the factory, and it has always been a pleasure for them to guide visitors through the plant.

An interesting fact about the conducting of tourists through the factory is that both Senor Cuesta and Senor Rey are frequently the "guides" who take the strangers about and instruct them in the features of cigar manufacture. And it is equally interesting to learn that the strangers depart without learning that the heads of the largest independent clear Havana cigar factory in the United States have given their time to the pleasure of their guests.

This year, Tampa, with her Fair and Gasparilla festivities, will welcome thousands of visitors, and Cuesta, Rey & Company will, as usual, do their share toward entertaining the strangers.

Short Brothers Cigar Company Files Answer

Short Brothers Cigar Company, of St. Paul, Minn., has filed an answer in the United States district court against the involuntary petition in bankruptcy filed against it January 10th, by three St. Paul firms.

The answer alleges that the bankruptcy petition is a trap to force it into bankruptcy. It also alleges that J. Norman Storr, president of Kuhles & Stock, purchased a $1.75 account in the name of J. F. Lynch, from Noyes Brothers & Cutler, a creditor, for the purpose of making a third petitioner.

Kuhles & Stock Company, 353 Jackson Street; Hart & Murphy, 445 Jackson Street, and J. F. Lynch, all of St. Paul, petitioned January 8th that Short Brothers Cigar Company be adjudged bankrupt because of $3046.10 unpaid accounts.

Short Brothers Cigar Company has four stores in St. Paul and four in Minneapolis.

Dayton Time Lock Company Lands Big Order

The Dayton Time Lock Company, of Dayton, Ohio, has opened the year with an order for one thousand time locks, placed by the United Cigar Stores Company. The purchaser is the largest user of recording locks in this country. The order was placed with the Dayton concern only after the severest tests, and the most thorough investigation.

In addition to manufacturing a time recording lock that shows the time a door is unlocked and the number of the key that unlocked it, which it sells outright, the company will this year install a regular store service in the larger cities. This service will include the furnishing of a daily record to the proprietor, the company retaining the title to the locks and charging so much per month for the service. There is already a demand for the service, which will be begun in several Eastern cities at once.

Address of President Jacob Wertheim, of Tobacco Merchants Association

EVERY real pleasure on my part attends this submission to you of my first report, as president of the Tobacco Merchants' Association. It cannot but be warmly gratifying I am sure you will agree, to each and every man who has put his hand to this great work of providing for the trade and for himself that powerful benefit which until now no one deemed capable of provision, to realize that—since November 8, 1915—substantial progress has been achieved in not one, or a few, but a number of matters of vital interest to the tobacco industry throughout the United States.

With your indulgence, I shall epitomize as briefly as possible our work thus far:

MEMBERSHIP AND RESOURCES.

On November 8th this body came into being with thirty members. Their contributions aggregated $9050. To the time of writing, we have enrolled 184 members, whose contributions total $13,841, of which $13,148 has been collected. Classification and analysis of our membership follows:

We have forty-nine cigar manufacturers, eight cigarette manufacturers, nine tobacco manufacturers, thirty-four leaf merchants, forty jobbers of tobacco products, sixteen retailers of tobacco products, three stogie manufacturers, two snuff manufacturers, one cigar broker, one unknown business, twenty-one supply men.

Geographically, this membership represents a total of 104 members in New York; 1 in California; 2 in Connecticut; 1 in District of Columbia; 1 in Florida; 5 in Illinois; 2 in Indiana; 1 in Iowa; 1 in Kansas; 3 in Kentucky; 2 in Louisiana; 2 in Massachusetts; 8 in Maryland; 1 in Michigan; 3 in Minnesota; 2 in Missouri; 1 in Montana; 1 in New Hampshire; 3 in New Jersey; 2 in North Carolina; 12 in Ohio; 16 in Pennsylvania; 1 in Rhode Island; 3 in Virginia; 2 in Vermont; 2 in West Virginia; 2 in Wisconsin; or a total of 27 States.

In regard to the annual dues the membership is divided, as follows: 12—$1; 9—$3; 15—$5; 56—$10; 1—$12; 5—$15; 1—$20; 29—$25; 1—$35; 14—$50; 20—$100; 1—$150; 1—$200; 5—$250; 6—$500; 5—$1000. Three amounts not fixed.

AFFILIATED ORGANIZATIONS.

Despite the fact that, coming into being during the latter part of the year, as this association did, and consequently not having invited kindred organizations to affiliate by vote at their annual meetings, which is the customary procedure, the Tobacco Merchants' Association has already gained the affiliated support of three trade bodies. They are: The Tobacco Trades' Association of Massachusetts, the Tobacco Salesmen's Association of America and the Havana Cigar Manufacturers' Association of Tampa. It is confidently to be expected that during 1916 many more existing bodies will affiliate with this organization, upon the occasion of their annual meetings. This expectation is certainly to be founded upon the cordial response in support of this organization, which was forthcoming from the above-mentioned bodies at the very outset.

PERMANENT OFFICES.

In fact, the hearty support accorded to the Tobacco Merchants' Association by not only individuals, but existing organizations of prominence (the general tendency among tobacco organizations heretobefore having been one of selfish, jealousy rather than unselfish alliance for a common end) has bespoken permanency for this body from the beginning. To that end, we have been justified in establishing permanent headquarters, consisting of a spacious and elaborately equipped suite, at No. 5 Beekman Street. This location is one of the most conveniently accessible, as well as prominent, in the city. These offices are not only a headquarters from which diligent service to our members may proceed, but are essentially a convenience for non-resident members, visiting this city. Every courtesy and facility are freely extended to them for the transaction of their business while in the city.

LIBRARY AND INFORMATION BUREAU.

In these offices has been installed what we may pride ourselves upon as being one of the most complete, if not positively the most complete library dealing with tobacco from its cultivation to its manufacture and common usage, to be found anywhere in the country. This library contains at present over 200 publications. It is to be extended as new publications appear until it is absolutely the finest thing of its kind.

In connection with the collection of books and pamphlets bearing upon tobacco in its every phase, we are maintaining a bureau of statistical, agricultural, legislative and economic information. This institution is at all times feeling not only the pulse of the trade, but the pulse of such other lines of business and, indeed, public sentiment, as have reference to the trade. Whether it is a tobacco grower seeking information as to means of protecting his crop from root-rot, or a manufacturer contemplating the introduction of a new product and desiring to estimate the possible market for it (judging by the number of males, the condition of wages at the time, per capita wealth, etc.), or a student desiring to prepare a thesis upon some subject relative to the trade, or a cigarette manufacturer who wishes to know where he can and where he cannot sell his product, this bureau will accommodate the inquirer cheerfully. To supply such information we have built up a collection of data, which although now exceedingly substantial, is simply a nucleus, as it takes both time and diligence to collect facts. We have the complete reports on tobacco of the U. S. Department of Agriculture, Washington, D. C., as well as the reports of all agricultural colleges and government experiment stations active in this regard. We have a complete file of the trade papers, indexed with reference to subjects, so that an inquirer may immediately acquaint himself with the last word of the trade press upon any subject. We have also an indexed file for quick reference, giving the letter of the law, as it affects the trade in any particular, in every State and city in the Union. Scores of professional readers are watching the daily newspapers of the entire country for us, to apprise this Association of every bit of the day's news that bears upon tobacco. The minute and constant value of such watch and ward cannot be overestimated, for the proverb tells us that knowledge is power.

OUR LEGISLATIVE BUREAU.

Perhaps the most vital feature of the active service we are providing is the legislative bureau. Law-making is at present under way in the National Congress and the Legislatures of twelve States. A single step in one of these congresses may cost the tobacco trade—not of a town, or of a city, but of a State, or of the Nation,—very dearly. It is absolutely essential that the members of this Association be informed now and for all the future regarding every item of State or national legislation affecting their interests. To this end we have already perfected our legislative-reporting facilities to so great an extent that, in ordinary cases, never more than a day elapses between the introduction of a bill and our notification of the fact. In all cases of primary importance our correspondents are rigorously instructed to wire the facts immediately. This service has been brought to a point where copies of bills introduced in the National Congress reach our offices in less than twenty-four hours after they are printed, while from more distant capitals our advices are as rapid as the United States mail. A system of pink slips, briefly relating the nature of new legislation, has been inaugurated for the immediate information of our directors. In recent cases at Washington, the directors have been notified of the introduction of a measure on the day it was introduced. This service is to be permanently maintained. State and city legislators are active even when Congress may not be.

The complete list of legislation that should have your attention to the time of writing, follows.

IN CONGRESS.

1. No. 282 by Mr. Kreider and No. 575 by Mr. Steenerson and No. 3097 by Mr. Johnson, prohibiting false and misleading advertisements in newspapers, etc., as to the quality, merit, etc., of merchandise.

2. No. 277 by Mr. Morin, No. 287 by Mr. Sabath and No. 8349 by Mr. Smith, to create a Tariff Commission.

3. No. 416 by Mr. Mott, to require retailers to pay a tax of 4 per cent. of the retail selling price of tobacco, snuff, cigars or cigarettes sold with coupons, etc.

4. No. 417 by Mr. Mott to make infringement of trade-marks, etc., a criminal offense.

5. No. 574 by Mr. Steenerson prohibiting misbranding of goods and requiring that "all articles of commerce shall be stamped or tagged—such stamp or tag to state true name of material of which said article is manufactured, together with the name and address of the manufacturer thereof."

6. No. 666 by Mr. Copley, prohibiting Interstate carriers from transporting goods manufactured or produced in factories, etc., employing children under fourteen years of age.

7. No. 270 by Mr. Roberts, No. 712 by Mr. Browne and No. 4793 by Mr. Edwards, imposing a tax on the mail order business.

8. No. 432 by Mr. Helm to authorize the Secretary of Agriculture to license tobacco warehouses.

9. No. 6414 by Mr. Garland, requiring that all packages of goods in the United States shall bear the imprint "Made in America," and that any goods of foreign countries shall not be received in the United States unless the package bear an imprint stating the name of the country in which they were manufactured.

10. Nos. 3672 and 4715 by Mr. Ayres, which are substantially the same bills that were introduced last year and commonly known as the Stevens Bill, providing for the fixing of resale prices, etc.

11. Joint Resolution No. 59, introduced by Mr. Kitchin, chairman of the Committee on Ways and Means, to extend the Emergency Tax Measure now in force and which expired on December 31, 1915, to December 31, 1916.

12. Senate No. 519 by Senator Kenyon, prohibiting interstate carriers from transporting goods produced in factories in which females are permitted to work more than eight hours in any one day, or more than forty-eight hours in any one week.

13. Senate No. 520 by Senator Kenyon in regard to child labor, substantially the same as No. 666 above.

NEW YORK LEGISLATION.

Bill No. 100 introduced by Assemblyman Goodman, in regard to the sale of cigarettes and tobacco on stands.

MASSACHUSETTS LEGISLATION.

Bill No. 32, introduced by Senator Gordon, prohibiting smoking or chewing lighted cigarettes on street cars, etc.

Bill No. 802, introduced by Mr. Joyce, making it unlawful to manufacture cigarettes or to, bring cigarettes into the commonwealth of Massachusetts, or to sell or give them away, prohibiting also smoking, etc., in any postoffice or in any hotel except in a bedroom assigned to the person so smoking, or in a smoking room provided for that purpose.

KENTUCKY LEGISLATION.

Bill No. 12, introduced by Senator Littrell, imposing a tax of $500 annually upon dealers giving away coupons or selling merchandise with coupons, etc.

Your Association not only keeps its members informed concerning such measures, but also notes the motives behind them, with the view of furthering or opposing, according to the circumstances of each case.

FAKE TOBACCO CURES.

Of the many matters with which this body from its inition might profitably deal, none was more grossly imposed upon a credulous public, nor more viciously in need of immediate counteraction, than the widespread and fraudulent sale of so-called tobacco cures. No one of us needs to be told that a tobacco cure is a panacea for a malady that does not exist. What some of us have not realized in the past is the extremely detrimental effect upon smokers themselves (who otherwise have no scruples at all concerning their habit). You cannot spread statements in the daily prints, as these quacks selling fraudulent nostrums, have done with a gross circulation of many million people daily without producing exactly the desired psychological effect upon many minds. Besides, the anti-tobacco cranks are thus fed up with argument and vituperation and pestered on many sides; the smoker gets no peace of mind until he either quits or cuts down his smoking.

Our secretary and counsel, following painstaking investigation, is in possession of specimens of grossly untrue and fraudulent advertisements (upon which rigorous prosecution of these fakers may be based under the Postal Laws). He also has more than 100 samples of their nostrums, which are to be submitted to chemical analysis. Upon analysis, the facts ascertained will be put in possession of the proper governmental authorities, who will immediately institute prosecutions under the Shirley amendment to the Pure Food and Drugs Act of 1906, which prohibits the misbranding or mislabeling of medicines and the constitutionality of which has just been upheld by the Supreme Court of the United States.

REFILLING AND REVENUE FRAUDS.

Two deputies, employed by this Association, and working under the direction of our counsel, to ferret out and secure evidence against those unscrupulous manufacturers and distributors who are gaining an unfair advantage by refilling cigar boxes (and saving stamp costs) and who are destroying in many cases good will built up by the honest manufacturers at the expense of thousands of dollars and years of time, are constantly reporting to our counsel. The revelations of these investigators have been so sensational as to preclude the possibility of making them public at this time. Literally unbelievable conditions exist. For the proofs, and for swift action, in these cases, I must beg your indulgence until our counsel shall have drawn the net tight.

TRADE-MARKS.

In connection with the trade-mark question, which deserves our most careful consideration and which our counsel has been devoting much time to, I respectfully recommend that our Trade-Mark Committee be appointed, without loss of time, so that the work already begun may be further carried on.

SMOKING CARS.

It has been estimated that a million dollars' worth of tobacco products annually remains unsold in Greater New York because of the absence of suitable provision for the smoking public on the street cars and rapid transit lines. It is the firm purpose of this Association, through the efforts of the secretary and staff, to present such argument and public representation before the Public Service Commission and the railways, as will admit, freer consumption of cigars and tobacco, and more liberal privileges, especially on the long hauls where smoke comfort is greatly desired. The work of collecting the necessary facts has already been begun.

INSURANCE.

We have not as yet had ample opportunity to go deeply into the insurance problem, but our members can be assured that the matter will receive most careful study and consideration. However, complaints in that regard equally with every other matter always receive our prompt attention. Thus when one of our members called attention to excessive premium rates and unfair treatment of tobacco concerns in some New England States, we at once registered our protest with the New England Insurance Exchange, and we are now in communication with that Exchange with a view to establishing a fair and equitable basis for the fixing of insurance premiums on tobacco risks.

If our members, or for that matter other concerns of the tobacco industry, would file their complaints with this Association, and they are respectfully invited to do so, whether in regard to insurance premiums or any other matter, the Association would only be too happy to set its machinery in motion in order to obtain fair treatment.

COMPILATION OF STATISTICS.

The compilation of tobacco statistics by the Governmental Departments appears to be in a chaotic state. Under the present system statistics are being collected and published by three distinct departments, to wit: Agriculture, Census and Revenue, thus requiring tobacco men to render reports to three different departments. Moreover the duplication of figures that must necessarily follow under such circumstances renders such statistics unreliable. Still further neither of the departments furnishes a complete set of statistics, so in order to obtain a complete analysis, we must necessarily make a new computation from the figures of all three departments. This is a very unwieldy undertaking.

It appears that last July a committee was formed by the various departments, with a view to remedying the situation. Several conferences were held, the last being in December. This was attended by our secretary and counsel. A plan had already been agreed upon by the committee and a new bill had already been drawn, to be introduced in Congress, placing the compilation of statistics in the hands of the Revenue Department. Under these circumstances, our counsel very wisely proposed that the matter be referred to a committee of practical tobacco men or representatives of tobacco organizations. That being carried our Washington representative, Mr. John G. Capers, was appointed as a member of the committee and the situation now appears to be well in hand.

THE STEVENS BILL.

The so-called "Stevens' Bill" reintroduced in the present Congress by Representative Ayres is a matter of serious importance to the tobacco industry and should receive our most careful consideration. The bill provides in substance that manufacturers of proprietory or trade-marked articles shall have the right to fix and maintain the resale prices of their goods.

The tobacco business is a business of brands and trade-marks. We all know that one of the most effective methods of destroying the public confidence vested in popular brands is by price cutting. The bill referred to, if enacted into law may not entirely eliminate price cutting, but it will certainly minimize this practice to a great extent. This Association should take a definite stand in regard to such legislation in order that our Executive Committee might be in a position to take active steps in relation thereto, either alone or in conjunction with other bodies, or associations, that are interested in the proposed legislation.

ANTI-TOBACCO MOVEMENTS.

Since anti-tobacco movements, which are constantly fermenting in all sections of the country (as a glance at our newspaper files will show) generally find vent in local prohibitory licenses, especial attention has been directed by our counsel to this feature.

Two instances for special work stand revealed, awaiting your recommendations. According to our information there is an excellent opportunity to secure a repeal of the anti-cigarette law in Tennessee, at the next session of the Legislature in that State. Also, a cigarette law which was rejected by the last Legislature in Nebraska is likely to be put before the people at the next election, and now is the logical time to take preventive steps, if possible. And so in the State of Massachusetts, as already stated, a bill is now pending practically prohibiting the manufacture and sale of cigarettes. It is, of course, hard to tell whether the bill will be advanced at all, but this Association should hold itself in readiness to inaugurate a lively campaign against it if necessary.

The facilities at our disposal have been perfected to such an extent, and the support accorded all this work has been so genuinely sincere, that we may feel able to come with the exigencies of the future in as salutary a fashion as we have during our few months extant.

ANNUAL MEETINGS.

Pursuant to our By-Laws, our next annual meeting is to be held in the month of May. I respectively recommend that we hold the annual meeting in Washington, and that we also give our first annual banquet at the same time. Let us make every reasonable effort to have a real convention of representative tobacco men from all parts of the United States and from all branches of the industry. Let us make that an occasion for the elimination of personal hostility, petty jealousies and antagonism, for the formation of personal acquaintance and the promotion of friendly intercourse among those engaged, in this our business.

And let us make that convention a clearing house for the exchange of conflicting ideas and divergent views, in order that we may reach a clearer understanding.

A very great authority upon the practices and purposes of American business today has said that the way to organize is to "Organize—keep on organizing—and stay organized!" The whole-hearted support the Tobacco Merchants' Association has received from the very largest and most progressive concerns in the trade thus far augurs admirably for thorough execution of the above precept.

All of which is respectfully submitted,

JACOB WERTHEIM,
President.

Fire Causes Heavy Damage to Plant of Kuhles & Stock

Kuhles & Stock, cigar manufacturers and dealers in leaf, of 353-355 Jackson Street, St. Paul, Minn., were recently visited by a fire which destroyed stock and equipment and did damage to the extent of $200,000.

The firemen battled with the flames in a temperature of 10 degrees below zero. Only thick walls saved the adjoining buildings. The origin of the fire is unknown.

Des Moines Sheriff Feeds Cigarettes to Furnace

Ten thousand packages of cigarettes were recently fed to the courthouse furnace at Des Moines, Ia., as the result of a recent raid by Sheriff Griffin on one of the stands of the United Cigar Stores Company in that city. The cigarettes were held in the court room for several days pending an order for destruction which was signed by a justice of the peace on the order of the county attorney.

San Francisco

First Reports From Prohibition States Favorable—Clear Havana Brands Plan Coast Campaign—Gunst Man Off for Visit to Honolulu Headquarters

San Francisco, January 20, 1916.

TWO or three weeks of almost continuous rains have given the local dealers rather a quiet opening for the new year; and the same condition prevails throughout the country as well as the city in the retail trade. The outlook, however, is the best in a number of years; and wholesalers report that in spite of the rains and of the difficulty experienced by the traveling men in getting about the country, a fair amount of business is being done all the time.

A good many traveling men representing local jobbing houses got away into their territories last week; but most of them report hard experiences getting about in the storms.

The first reports received from Oregon and Washington since the prohibition laws went into effect in those States are favorable. The necessary readjusting in the cigar trade is being made without any great friction; and the financial troubles that had been feared have not developed. In a few cases, at least, some good results are coming to the trade. For example, some good active men heretofore giving their time largely to the liquor business are now allying themselves with the cigar trade. As an instance of this, Albert Selig, formerly manager of the Coos Bay Liquor Company, which had an extensive liquor business in Southern Oregon, has now cast his lot with the cigar trade and will cover the entire Coos Bay country once or twice a month for the lines of H. L. Judell & Company, of San Francisco. This territory has in the past been covered several times each year by Emil Judell, of H. L. Judell & Company, who has built up a large and growing trade which now requires more frequent visits than Mr. Judell is able to give it.

There are now said to be some indications of a decided revival in the clear Havana trade of this section. San Francisco has always been known as a clear Havana town; but in recent years the proportion of clear Havanas smoked here has fallen off as compared with the trade in other lines. However, it is understood that some manufacturers are disposed to do a little missionary work looking to a revival.

One of the first of these clear Havana emissaries to reach San Francisco this year was Dave Frolichstein, who arrived early in the month to look over the situation in the interest of E. P. Cordero. Mr. Frolichstein found the outlook satisfactory and last week closed a deal with the big wholesale grocery and cigar house of Haas Brothers, of San Francisco, to the extensive distribution of the "Mi Hogar" line of E. P. Cordero. Mr. Frolichstein will, after a short trip to Portland and Seattle, spend the early spring in San Francisco getting the line thoroughly placed.

Sello Blumenthal, one of the wheel horses in the selling force of the United Cigar Manufacturers' Company, who has been spending several weeks in San Francisco visiting friends and renewing old acquaintances, left on his return trip to New York a few days ago. Mr. Blumenthal, who now devotes himself to the "Owl" cigar, was for a number of years one of the traveling men of M. A. Gunst & Company, in California.

Milton Esberg, of the United Cigar Manufacturers' Company, of New York, and M. A. Gunst & Company, of San Francisco, who has been spending some weeks in San Francisco, has now returned to New York. He was accompanied by Edward A. Cohen, head of the advertising department of M. A. Gunst & Company, who will spend some time in the East.

F. V. Welch, of the office force of M. A. Gunst & Company, is preparing for a trip to the Hawaiian Islands. He will make his headquarters with the Honolulu house of M. A. Gunst & Company, and will be absent until the end of February. Julius Unger, manager for M. A. Gunst & Company, in the Hawaiian Islands, was for a number of years in the wholesale department of the same company in this city.

Carl Koenig, traveling representative for Frankel, Gerdts & Company, of San Francisco, is now making a trip through Nevada, where he reports plenty of snow and a good volume of business on the "Natividad" line of cigars.

H. H. Manley, representative in this territory for the "Chancellor," "Belmont" and other lines of the American Cigar Company, has now begun his travels for the new year. He is now in Los Angeles, where he has been delayed more or less by the storms. After finishing up the work in the South, he will leave California for a trip to Portland and Seattle on the northern end of his territory.

The Portuguese Cigar Company has been incorporated at Spokane, Wash., with a capital stock of $10,000.

John Bossu, formerly in the wholesale business at Denver, Colo., is preparing to open in a retail and jobbing way at San Jose, Cal., where he believes there is a good opening.

Melvin Klauber, president of the Klauber-Wangenheim Company, of San Diego, Cal., has returned to his home town after a run as far north as Los Angeles.

Major Burrows, San Francisco representative of the Lovera Company, who recently closed his record year with the "Bandero" line of cigars made by the Lovera Company, is now starting out to do still better for 1916. He reports that January, in spite of the bad weather, is in a fair way to show up more "Bandero" sales even than last year. It keeps him busy to get out shipments fast enough to supply Wellman, Pack & Company, the local distributors, with enough "Banderos" to meet their absolute needs.

C. W. McCormick, Western representative of Y. Pendas & Alvarez, writes H. L. Judell & Company that they may expect him to reach San Francisco within a few days.

Allen.

Reading Jobber Renovates His Store

Clarence D. Slater, who recently took over the cigar store at 28 North Sixth Street, Reading, Pa., has made extensive improvements in order to care for his growing business. Mr. Slater is engaged in both the retail and wholesale cigar and tobacco jobbing business.

The changes include the installation of a new lighting system, the remodeling of the interior and new equipment. A humidor with a capacity of 125,000 cigars has been installed. Mr. Slater covers Eastern Pennsylvania with an automobile.

Will Not Molest Tobacco

Less interference with the foreign trade in American tobacco has been promised by the British authorities. The British Embassy has issued the following statement on this subject:

"As there seems some doubt as to the attitude of the Allied governments toward the question of the export of tobacco the British Embassy begs to call the attention of exporters to the fact that on November 24th the foreign representatives in London were notified that cargoes of tobacco shipped to neutral consignees in neutral countries would not be interfered with and that tobacco in all its forms destined for Holland would no longer be required to be consigned to the Netherlands Overseas Trust."

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.

REGISTRATIONS.

PIERE ECREVISSE:—31,305. For cigars. January 19, 1916. Anthony J. Krebs, Boston, Mass.

TROPICAL SQUARE:—31,306. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 19, 1916. La Mazora Cigar Factory, Chicago, Ill.

SPANWELL:—31,307. For cigars. January 22, 1916. Petre, Schmidt & Bergman, Philadelphia, Pa.

GOLDEN ELK:—31,308. For cigars. January 22, 1916. Petre, Schmidt & Bergman, Philadelphia, Pa.

CHAS. W. KNAPP:—31,309. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 22, 1916. Pasbach-Voice Litho Co., Inc., New York, N. Y.

POLLYANNA:—31,310. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco January 22, 1916. Pasbach-Voice Litho Co., Inc., New York, N. Y.

DUCHESS ANNA AMALIA:—31,311. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 22, 1916. Pasbach-Voice Litho Co., Inc., New York, N. Y.

R. P. D.:—31,312. For cigars. January 24, 1916. C. B. Henschel Mfg. Co., Milwaukee, Wis.

CLOTAIRE:—31,292. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 15, 1916. Pasbach-Voice Litho Co., Inc., New York, N. Y.

NUMITAR:—31,293. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 15, 1916. Pasbach-Voice Litho Co., Inc., New York, N. Y.

ALBERONI:—31,294. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 15, 1916. Pasbach-Voice Litho Co., Inc., New York, N. Y.

AVITUS:—31,295. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 15, 1916. Pasbach-Voice Litho Co., Inc., New York, N. Y.

MAZARIN:—31,296. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 15, 1916. Pasbach-Voice Litho Co., Inc., New York, N. Y.

MELENDEZ:—31,297. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 15, 1916. Pasbach-Voice Litho Co., Inc., New York, N. Y.

LEPIDUS:—31,298. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 15, 1916. Pasbach-Voice Litho Co., Inc., New York, N. Y.

ROLAMO:—31,299. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 17, 1916. Pasbach-Voice Litho Co., Inc., New York, N. Y.

KASHAN:—31,300. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 17, 1916. Pasbach-Voice Litho Co., Inc., New York, N. Y.

LA BIMINI:—31,301. For cigars, January 17, 1916. Greenwood & Co., Savannah, Ga.

TALE-BEARER:—31,302. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco, January 17, 1916. Pasbach-Voice Litho Co., Inc., New York, N. Y.

ANTONIO GALVAO:—31,303. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 18, 1916. Pasbach-Voice Litho Co., Inc., New York, N. Y.

EASTERN FORT:—31,304. For cigars. January 18, 1916. State Bond Cigar Co., Dallastown, Pa.

CORRECTION.

QUANTO COSTA:—31,283. Published in the January 15 issue as having been registered for cigars, for M. F. D. Scanlon, Wayne, Pa., should have read cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco.

TRANSFER.

REVELATION:—20,303. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Transferred January 24, 1916, to Max Jacobowitz and Emanuel Tunis, by Robert Link, New York City.

Trade Jottings

"Don-Ramo," broadleaf five-cent cigar, has been taken on by the Max Jacobson Cigar Company, St. Louis, Mo.

"Camel" cigarettes are having an extensive sale through Mason, Ehrman & Company, Portland, Ore.

"Dana Gibson" is the title of a new brand that is to be introduced to the trade shortly by Messrs. Leopold Powell & Company, 1526 Third Avenue, New York City.

"La Flor de Sanchez & Haya" cigars were recently featured in an attractive window display in the new store of Bernard, Lett & Company, on Congress Street, Boston, Mass.

January 1st was the date set for the opening of the place of business of the Kahn Brothers Cigar Company, Second and Main Streets, Little Rock, Ark. Three brothers form the personnel of the new concern.

A satisfactory campaign on the well-known "New Bachelor" cigar of T. J. Dunn & Company, was just recently completed at Indianapolis, Ind., by a representative of the company, in the person of H. V. Mesick.

His present location at 78 West Washington Street, Chicago, Ill., having been leased to other persons, Rudolph Seifert, one of Chicago's oldest cigar dealers, will on May 1st next, be compelled to seek other quarters.

Link & Company, Buffalo, N. Y., jobbers, report increased business locally on the popular "Muriel" cigars of the P. Lorillard Tobacco Company, and the well-known "Charles Denby," of H. Fendrich, Evansville, Ind.

Excellent business on the "El Roi-Tan" cigar is reported by the George B. Scrambling Company, Cleveland, O. The well-known "Class," five-cent cigar, is to have a goodly share of their attention now that the new year is here.

The Weakley & Worman Company, Dayton, O., state that they are enjoying an increased business in their cigar department under the management of James H. Keough. Mr. Keough is new to the department, having but recently come to Dayton.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

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CIGAR BROKER,
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LANCASTER STOGIE COMPANY,
MANUFACTURERS OF HIGH GRADE STOGIES.
120 Water St., Lancaster, Pa.

For Sale.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

CIGAR MANUFACTURER for good reasons wanting to retire from business, offers for sale a new and thoroughly modern building of about 24,000 square feet of floor space, light on four sides, fully equipped in every particular; including, built in humidor, sweat room, suction tables, stripping machines, etc. Labor conditions excellent. Now operating. Can be bought with or without valuable brands and stock. Address, Lee I. Hecht, Attorney at Law, 329-331 Law Building, Baltimore, Md.

Help Wanted.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

WANTED—A cigar manufacturer to locate at Bowmansville, Pa., capable of giving steady employment to 30 to 40 good cigarmakers. A nice factory can be had at a low rent. Any reliable manufacturer wishing to locate in a small town will do well to investigate this proposition. For particulars, address Box 45, Bowmansville, Pa.

Situations Wanted.

POSITION WANTED—By first-class manufacturer. Thoroughly understands all branches of manufacturing, including hand and suction work. Best references. Box 107, care of "Tobacco World."

Trade Jottings

There is a good demand in Pittsburgh territory for the cigarettes of M. Melachrino & Company.

A recent fire in the building at 407 Federal Street, North Side, Pittsburgh, caused a loss of $8500 to the United Cigar Stores Company.

Steele-Wedeles & Company, Chicago, Ill., are now jobbing the "El Toro" cigar. It was formerly distributed by Sprague, Warner & Company.

Representing the J. C. Newman Cigar Company, Walter Nordi, at Detroit, Mich., recently opened up a campaign on the "Judge Wright" cigar.

The cigar and tobacco warehouse of Wolf Friedman on South Carolina Street, Baltimore, Md., was recently damaged by fire to the extent of $15,000.

Displays of "Admiration" and "Webster" cigars were recently put on at Columbus, O., in the windows of the retail stores of the Perfecto Cigar Company.

The Siler Cigar Store, located at 912 Tower Avenue, Superior, Wis., was damaged recently by a fire believed to have started from an overheated stove near a partition.

G. O. Tuck & Company, tobacco brokers of Louisville, Ky., have recently filed articles of incorporation increasing their maximum indebtedness from $200,000 to $2,000,000.

Certificate of incorporation has been filed by the Groneweg-Chalmers Tobacco Company, of Kansas City. The firm plans to do a wholesale and retail cigar and tobacco business. The authorized capital is $50,000.

The Labeuna Cigar Manufacturing & Tobacco Company, which has been located at 37 North Seventh Street, Reading, Pa., will shortly occupy the plant formerly used by George W. Lehr Company, at 1138 Franklin Street.

When seen at Minneapolis, Minn., recently Robert Read, sales manager for H. Fendrich, Evansville, Ind., manufacturer of the excellent "Charles Denby" cigar, stated that his company's sales in this territory have doubled during 1915.

The George Spillum Cigar Company, of Butte, Montana, has recently filed papers of incorporation for an authorized stock capital of $75,000; 7500 shares will be issued at $10 each. The new company proposes to do a wholesale and retail cigar business in Butte. The incorporators are George Spillum, Carl Spillum and L. T. Nelson.

Bert Frankel was listed among the recent visitors to the jobbing trade of Boston, Mass. He devoted his time to the introduction of the "Flor de Melba" cigar, manufactured by the I. Lewis Cigar Manufacturing Company, Newark, N. J. The brand retails at from three-for-a-quarter to twenty-five cents straight.

The Independent's Chances, Etc.

(Continued from Page 27)

cumbs to chain-store competition would have fallen just as readily, if not more so, before equally aggressive independent competition. Centralized financial strength is a force, but, in the retail business, the real power for success is reposed in the man behind the counter. In this age of invention we are too prone to stand in awe of mechanical efficiency and to forget that personality is the dominant force.

"The chain store plays a legitimate part in the economic life of the community it encircles, while the independent retailer plays just as legitimate a part upon this territorial stage, and the observing public accepts or rejects them both according to their usefulness."

Wichita Cigar Man to Travel for Best & Russell

John Walters, who for several years has been the proprietor of the cigar stand in the Hamilton Hotel in Wichita, Kans., has sold the same to J. F. Benson, proprietor of the hotel. Mr. Walters is disposing of his business in order to travel for the Best & Russell Cigar Company, which has recently opened a branch in Wichita.

Shipment of Tobacco Extracts to Netherlands

The Foreign Office states that tobacco extracts and substitutes must be consigned to the Netherlands Oversea Trust and do not share the advantages enjoyed by tobacco. (As previously stated, the British Government has made an exception to the general rule regarding consignments to the Netherlands in the case of tobacco, and such shipments need not be consigned to the Netherlands Oversea Trust.) —"Commerce Reports."

Hopkinsville Tobacco Board of Trade Elects

The Hopkinsville (Ky.) tobacco board of trade, at their annual meeting elected the following officers: President, L. B. Cornett; vice-president, J. T. Thomas; secretary and treasurer, H. H. Abernathy; inspector, F. R. Dryer; sales committee, J. T. Thomas, W. M. Hancock, Fred Jackson, Hugh West and Norman Mellon. Committees on appeal, arbitration and reclamation were also appointed.

Best & Russell Open Store in Wichita, Kan.

The growth of Wichita, Kan., as a cigar center has induced the firm of Best & Russell, of Chicago and Kansas City, to establish a branch in that city. The store is located at 106 South Empire Avenue, and is in charge of Mr. Kelly. Only standard brands will be carried. The fact that the firm has been in business for sixty-six years is a guarantee of the character of their business dealings.

H. O. Tobacco Company Files Incorporation Papers

The certificate of incorporation of the H. O. Tobacco Company, Inc., was filed Monday. The capital stock is $1000 and business will be begun on $500. Henry A. Hessler and Joseph Obermiller each hold fourteen shares of stock and Mrs. Florence Hessler and Mrs. Anna Obermiller each own eleven shares.

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

J. K. LEAMAN
Packer of and Dealer in **Leaf Tobacco**
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-in-Hand, Lancaster Co., Pa.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

[redacted]

Clear Havana Cigars

Lopez Hermanos
Makers

New York Office: 250 Fourth Ave.
Factory: Tampa, Fla.

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sewed CIGAR BOXES, Go to — Established 1890
Keystone Cigar Box Co., Sellersville, Pa.
Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
MONROE D. SELLERS, SELLERSVILLE, PA.

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

JOSE F. ROCHA Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.,

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

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PACKERS OF SEED LEAF TOBACCO
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Importers of
HAVANA AND SUMATRA
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LEAF TOBACCO
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HIPPLE BROS. & CO.
Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania
151 North 3d St., Philadelphia

For Quick Results
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Importers of Habana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra
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Established 1870 Factory No. 79
S. R. KOCHER
Manufacturer of Fine Havana and Domestic Cigars
and Packer of Leaf Tobacco
Leading brands—"Volitta," "Quaker," "Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"
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Factory and Offices: WRIGHTSVILLE, PA.

MANUEL MUNIZ HILARIO MUNIZ
VENANCIO DIAZ, Special Partner
MUNIZ HERMANOS
S en C
Growers and Dealers of
VUELTA ABAJO, PARTIDO
AND REMEDIOS TOBACCO
Reina 20, Havana
CABLE: "Angel" Havana P. O. Box 9

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

JULIUS MARQUSEE, 141 Water Street, New York
Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3956 JOHN

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Cigar Ribbons, Silk Imitation and Muslinola Ribbon
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126 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER
Leaf Tobacco Merchant
HAVANA, CUBA—Consulado 115
NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W
WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
WOODHAVEN AVENUE, GLENDALE, NEW YORK

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22nd St. and Second Ave.,
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MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
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CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

SOBRINOS de A. GONZÁLEZ
Founded 1868
LEAF TOBACCO MERCHANTS
Packers of VUELTA ABAJO, SEMI VUELTA,
PARTIDO, and all varieties of Tobacco grown
————in the Santa Clara Province————
Cable Address "ANTERO"
WAREHOUSES and OFFICES
INDUSTRIA, 152, 154, 156, 158, HAVANA, CUBA

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 196 WATER STREET, NEW YORK

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office: SAN MIGUEL 136 Puerto Rico Warehouse: CAYEY New York Office: 178 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.
Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

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Packer and Dealer in
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Office: Cor. Duke and Chestnut Streets
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Packing Houses: Strasburg and Lancaster

Michaelsen & Prasse
Commission Merchants
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18 Obrapia Street, Havana, Cuba
Address: Cable "UNICUM" P. O. Box 28

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877 NEW FACTORY 1904
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Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA.

HEYWOOD, STRASSER & VOIGT LITHO. CO.
26TH STREET & 9TH AVENUE, NEW YORK
MANUFACTURERS OF
CIGAR BOX LABELS
BANDS AND TRIMMINGS
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PHILADELPHIA OFFICE, 420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
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Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

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BANDS AND ADVERTISING
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AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
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Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS 90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
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BELIEVERS IN PUBLICITY
These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. :-: No bogus Advertising admitted.

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IRREGULAR PAGINATION

HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE. 167 W. WASHINGTON ST. CHICAGO, ILL.

PHILADELPHIA OFFICE. 420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

CIGAR BOX LABELS BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS **90 Wall St., New York**

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY — CIGAR BANDS, SHOW CARDS, FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. :-: No bogus Advertising admitted.

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IRREGULAR PAGINATION INTENTIONAL 2ND EXPOSURE

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

The Real Independent Factory in Havana

Cifuentes, Fernandez y Ca.

Calle De La Industria, 172-174

HABANA, CUBA

General Agent for United States and Canada

ROBERT E. LANE

115 BROADWAY, NEW YORK

BOLD NOISE!

You can shout—you can yell your head off, but if your product has not the merit of your claim—dismal failure will be the result of your efforts; more now than ever heretofore, in this day of "Truthful Advertising Recognition."

We have shouted and yelled long that **BOLD CIGAR** was

"Above All"

The correctness of our claim is attested by the results of our efforts.

A nickel invested in a **BOLD** brings a hundred per cent. returns.

Bobrow Bros.

PHILADELPHIA

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.

RICHMOND, VA.

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street - New York

Board of Trade Bldg., Montreal, Canada

BACHIAS

Havana Cigars

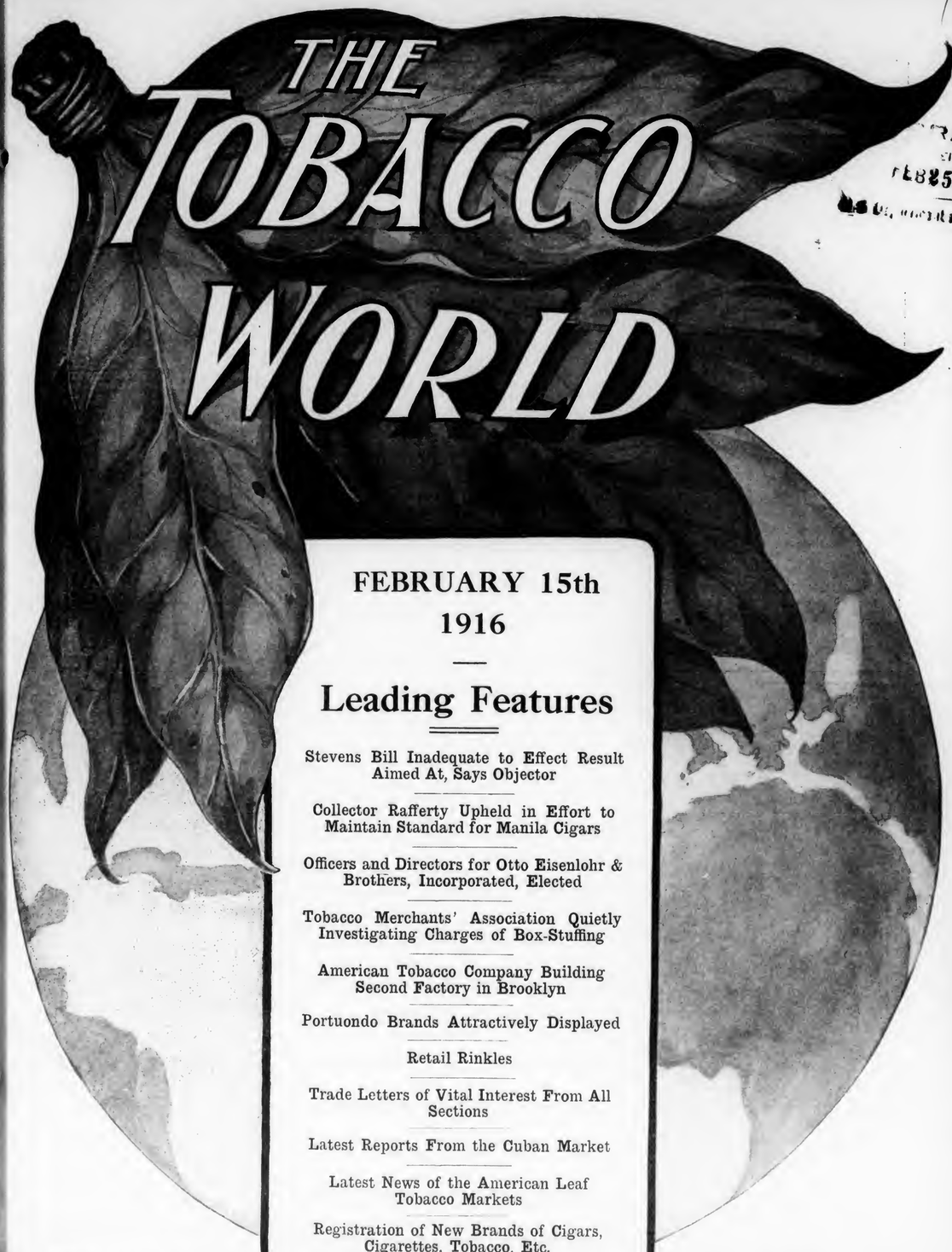
For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York



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1916

Leading Features

Stevens Bill Inadequate to Effect Result Aimed At, Says Objector

Collector Rafferty Upheld in Effort to Maintain Standard for Manila Cigars

Officers and Directors for Otto Eisenlohr & Brothers, Incorporated, Elected

Tobacco Merchants' Association Quietly Investigating Charges of Box-Stuffing

American Tobacco Company Building Second Factory in Brooklyn

Portuondo Brands Attractively Displayed

Retail Rinkles

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881

Vol. XXXVI No. 4

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

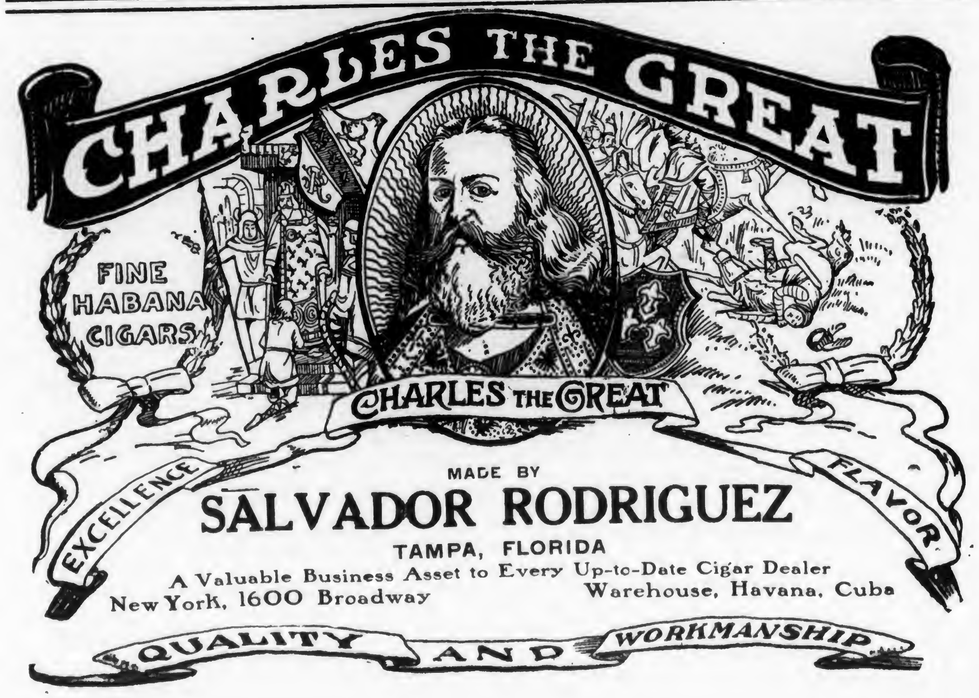
Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

TRADE MARK
Reg. U. S. Patent Office

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue



PREPAREDNESS

Notwithstanding the growing scarcity and high prices of inks and bronze due mainly to the war situation in Europe, we have arranged for heavy supplies of said material. All orders entrusted to our care will be given the very best attention as to service and quality.

Our Specialty

Cigar Labels and Cigar Bands

Pasbach-Voice Lithographing Company, Inc.

11th Avenue and 25th Street, New York City, N. Y.

Western Branch, 30 E. Randolph Street, Chicago, Ill.
JOHN B. THATCHER, Manager

TRADE H MARK

By This Mark Ye Shall Know the Best

containers for cigars, stogies, chewing and smoking tobaccos—

HEEKIN CANS

They retain the aroma, freshness of the contents and at the same time prevent them from moulding. Dust-proof and are much less expensive than wooden containers.

Made in any size or shape—lithographed with any design or brand name.

The **Heekin Can Co.** *Send for Sample*

Culvert, Sixth and New Sts.
CINCINNATI, O.
"HEEKIN CAN SINCE 1901"

TWO NEW SIZES

SINTOMA

10c CIGAR

Blunt and Club, in the popular 10-top $\frac{1}{20}$-packing. Same real Portuondo quality at the right price. . . . . .

Juan F. Portuondo

Cigar Mfg. Co., Philadelphia

De Luxe Segars

THE CALIDAD SIZE RETAILS FOR A DIME

Wonderful Value

CLEAR HABANA—FULLY MATURED

MADE BY

Merriam Segars Inc.

AT THE SIGN OF THE BULLDOG
NEW YORK

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

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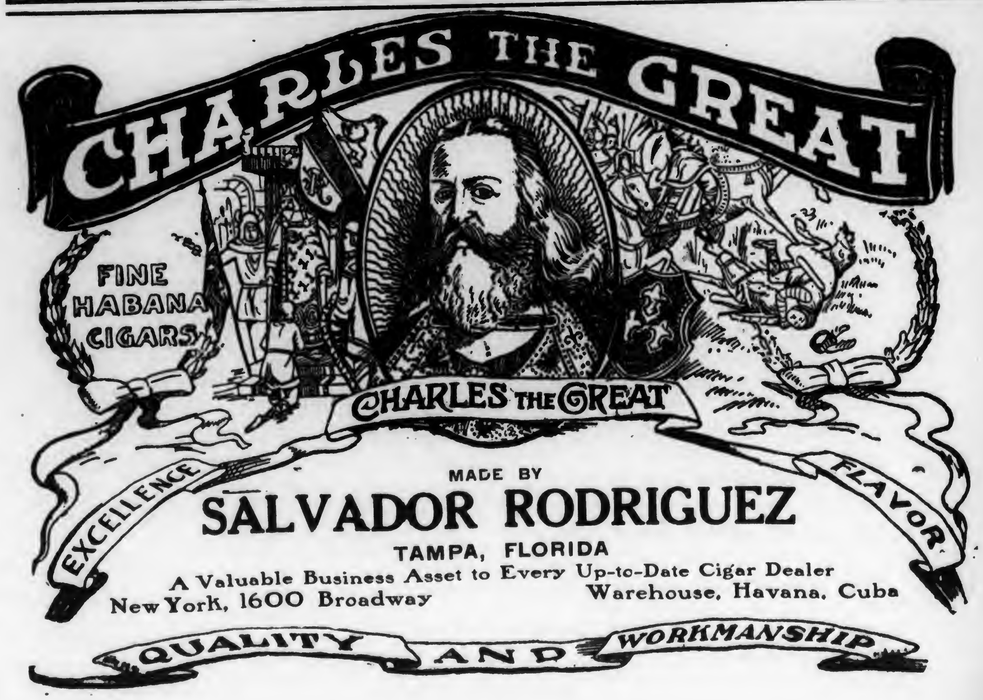

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Made in any size or shape—lithographed with any design or brand name.

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Culvert, Sixth and New Sts.
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"HEEKIN CAN SINCE 1901"

TWO NEW SIZES

SINTOMA

10c CIGAR

Blunt and Club, in the popular 10-top $\frac{1}{20}$-packing. Same real Portuondo quality at the right price. . . . . .

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INTENTIONAL 2ND EXPOSURE

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN
HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street - New York

Board of Trade Bldg., Montreal, Canada

SOL HABANA

Behrens & Co.

Havana, Cuba

Consulado 91-93

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

EL GENIO

Clear Havana Cigars

Made in Tampa, Fla.

P. Verplanck & Co.
263 Fourth Ave. New York

Greetings for 1916

From the Jobber, Retailer and Consumer, comes Praise that the LA SARAMITA continues the BEST in all that is Havana, covered with Broadleaf, of the Milder Quality

Manufacturing and Selling just one brand

LA SARAMITA

for nearly a quarter of a century is the REAL EVIDENCE that the CIGARS ARE RIGHT

THE SHIELDS-WERTHEIM CO.

THE SIZE THAT SELLS AT 10 CENTS EACH

ADMIRAL

CLEVELAND OHIO

(This is one of the Fatima "Sensible Cigarette" advertisements now appearing in magazines and newspapers)

When is a Cigarette Sensible?

A cigarette is not sensible for you if it leaves your taste and your smoke hunger a little bit unsatisfied.

—nor if it bothers your throat or tongue.

—nor if it makes you "feel mean" after smoking your usual number.

None of these things will happen to you if you find (and stick to) the right cigarette.

But the cigarette that is right for one man may not be right for another. For instance, Fatimas may not just suit your individual taste—in spite of the fact that they are the best-selling cigarette costing over 5c.

Fatimas **are** *cool* and friendly to the throat and tongue—and they will **not** make you "feel mean" after smoking all you want.

So they surely are *sensible* for you—except possibly for the taste. And when it comes to that, it will be mighty strange if you don't like Fatima's taste—they couldn't sell so fast if the taste weren't *extra good*, could they?

Why not get Fatimas this very day and find out for yourself how sensible a cigarette can really be?

Liggett & Myers Tobacco Co.

FATIMA

THE TURKISH BLEND

A Sensible Cigarette

FORTY MILLION A DAY

More people will now see OMAR advertising than have ever before seen the advertising of any Cigarette in a given period. We have received from the American Tobacco Company a contract to advertise OMAR Cigarettes. This is one of the largest and most comprehensive advertising campaigns ever consummated in the interests of one Cigarette. This huge campaign appearing in Town, City and Interurban cars throughout the United States will give Forty Million (40,000,000) people an opportunity to read the advertising every day. Such advertising is bound to attract attention and stir up added interest in this "Perfect Turkish Blend." Are you taking advantage of the most powerful advertising campaign ever made on a Cigarette.

Street Railways Advertising Co.

HOME OFFICE:
Candler Building
New York

CENTRAL OFFICE:
First National Bank Bldg.
Chicago

WESTERN OFFICE:
Humboldt Bank Bldg
San Francisco

"The Park & Tilford Standard"

MI FAVORITA
CLEAR HAVANA CIGARS

The flower of perfect tobacco manufactured in Cuba has maintained "Mi Favorita" Clear Havana Cigars the forefront of all brands.

MI FAVORITA CIGAR CO., Inc.
Key West, Fla. 529 West 42nd Street, New York

FLOR DE MELBA

THE HIGH NOTE OF QUALITY

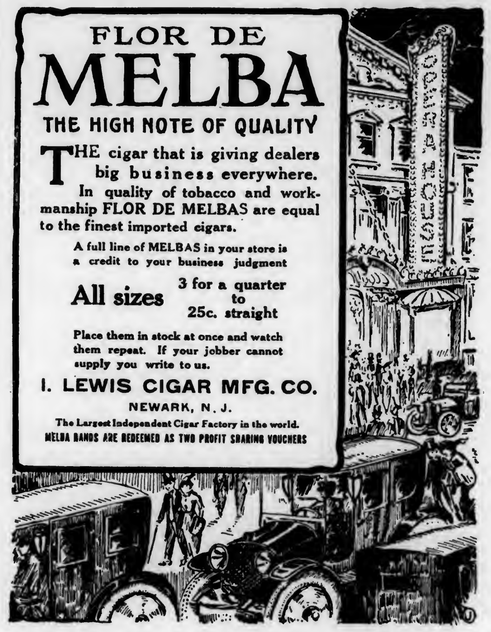
THE cigar that is giving dealers big business everywhere. In quality of tobacco and workmanship FLOR DE MELBAS are equal to the finest imported cigars.

A full line of MELBAS in your store is a credit to your business judgment

All sizes 3 for a quarter to 25c. straight

Place them in stock at once and watch them repeat. If your jobber cannot supply you write to us.

I. LEWIS CIGAR MFG. CO.
NEWARK, N. J.
The Largest Independent Cigar Factory in the world.
MELBA BANDS ARE REDEEMED AS TWO PROFIT SHARING VOUCHERS



SANCHEZ Y HAYA

Factory No 1 — Tampa. Fla.

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco, under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each.

Package and goods show quality and class in every detail.

"La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

SANCHEZ Y HAYA, Tampa, Florida

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.

General Offices. PITTSBURGH, PA.

THE

Key West Cigar Factory

Factory No. 413, KEY WEST, FLA.

Office and Salesroom:
43 to 47 W. 33d St., New York

"LA MEGA" MADE IN BOND

HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP

V. Guerra, Diaz & Co., Tampa, Fla.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE	FACTORY	WAREHOUSE
222 PEARL STREET	TAMPA	LEALTAD 129
NEW YORK	FLORIDA	HAVANA

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N. Y. City.

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.

RICHMOND, VA.

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla.

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THE TOBACCO WORLD

Vol. XXXVI. PHILADELPHIA AND NEW YORK, FEBRUARY 15, 1916. No. 4.

COLLECTOR UPHELD IN EFFORT TO MAINTAIN MANILA CIGAR STANDARD

Supreme Court of Islands Backs Up Collector Rafferty—Philippine Government Determined to Uphold Quality Standard of Cigars Produced

As an example of the efforts being put forth by the Philippine Government and Collector James J. Rafferty to maintain the standard quality of Manila cigars exported to the United States, an excerpt from a recent decision of the Supreme Court of the Islands is printed below.

The Government is determined so far as possible to issue certificates of origin to cigars for export to the United States only when they conform to standard. The case referred to in the decision printed below was one in which the Collector refused to issue a certificate of origin on the grounds that the cigars presented for export did not conform to the standard. The plaintiff petitioned for a writ of mandamus to compel the Collector to furnish certificates as were necessary for the exportation of the cigars in question.

An excerpt of the decision follows:

"This is a petition to this court for a writ of mandamus directed to Bernard Herstein as Insular Collector of Customs and James J. Rafferty as Collector of Internal Revenue, requiring them to furnish plaintiff the certificate covering the origin and the certificate of origin, respectively, of the cigars destined for exportation from these Islands to the United States.

"A demurrer was interposed to the petition based on the ground that the facts stated in said petition do not entitle the plaintiff to the relief demanded, in that it does not appear from the facts stated that the Insular Collector of Customs or the Collector of Internal Revenue has failed or refused to perform any duty incumbent upon either of said officers.

"The question before us is that presented by the demurrer to the petition, or complaint, the proceeding to obtain a writ of mandamus being, in this jurisdiction, an 'ordinary action.'

"It appears that the plaintiff, Walter E. Olsen & Company, a corporation, is a manufacturer and exporter of cigars composed of tobacco grown in the Philippine Islands. On or about the fifteenth day of July, 1915, this company applied to the Collector of Internal Revenue for a certificate covering the origin of a certain consignment of 10,000 cigars presented to the Collector at the time of the application, duly packed, as required by the regulations of the bureau, in proper boxes of 100 cigars each, each box properly stamped with the United States Internal Revenue Stamps required by law and the regulations of the Bureau of Internal Revenue, which cigars are known as 'cortado,' having straight instead of spiral wrappers and shaped something like a truncated cone, which said cigars the company desired to introduce in the United States free of duty under the provisions of the Tariff Act of the United States. On such application plaintiff produced the statement required by the rules of the Bureau of Internal Revenue, which it offered to verify before the collector as required by the rules of the bureau covering the shipment of cigars, demonstrating that the cigars were entitled to free entry into the United States under the provisions of the Tariff Act of the United States relating to commerce with the Philippine

(Continued on Page 24)

STEVENS BILL INADEQUATE TO EFFECT RESULT, SAYS OBJECTOR

Thinks Bill Will Not Prevent Fly-By-Night Concerns From Demoralizing Trade—Answers Request for Reasons and Gives Seven Specific Ones

Following the publication of an article in the January 15th issue of "The Tobacco World" which suggested co-operative competition as a plan to eliminate trade evils in preference to the Stevens-Ayres Bill, a number of persons have written for specific reasons why the above bill was deemed unnecessary and inadequate.

Mr. Benjamin attempts to answer these inquiries in the following letter:

New York, February 5, 1916.

Editor of "The Tobacco World."

Sir: Since my letter was published in your issue of January 15th, relative to the so-called Stevens-Ayres Bill regarding price fixing, I have had a number of inquiries as to my specific objections of this bill, and as it may interest your readers to know what these objections are, I will briefly state them:

(a) The bill refers specifically to articles of commerce distributed under trademarks or special brands. There is no reason that I can conceive, why articles of commerce, distributed without the employment of trademarks or special brands, should not receive protection. The United States law relating to trademarks provides that trademarks may not be registered which are descriptive of the goods, which are geographical, which simulate the emblems of the government, States or societies, etc. Many names have been adopted which are not legally trademarks under the laws of the United States or the several individual States, and the owners of such trademarks should not be excluded from the provisions of the law. Further, the term "brand" is a very indefinite one. What a brand is has never been judicially determined. There is no reason why the act should not definitely state what constitutes a brand. In my opinion it would be better if the term "special brands" was eliminated and the term "special names" inserted.

(b) Clause A of the act specifically provides that the vendor (i. e., the owner of the trademark or brand) shall not have any monopoly. This brings the act directly in conflict with the trademark laws of the United States and the States. A legal owner of a trademark has a monopoly in the mark. He is the only one entitled to use it, and this is true not only of the rights recognized by the United States Statutes, but also the common law of occupancy.

(c) Clause A likewise specifically provides that the vendor (i. e., the owner of the trademark or brand) shall not be a party to any agreement with any competitor. The term "agreement" here is very indefinite. In the majority of trades, the members of the trade are members of associations. This would bring the law directly in conflict with the right to combine, as especially announced by the United States and State courts.

(d) Clause B provides that the vendor shall affix a notice to each article of commerce. This may be a very comfortable arrangement for the manufacturer, but it is decidedly disadvantageous to the retailer. In nine cases out

(Continued on Page 22)

FOUNDATION LAID FOR NEW A. T. CO. FACTORY

Second Brooklyn Factory to Be Completed by Fall—Structure Will Cost $600,000

THE foundations have been laid for the new $600,000 concrete and steel building of the American Tobacco Company at Park and Nostrand avenues, Brooklyn, N. Y. The building will probably be ready for occupancy next fall. It is expected that nearly 2000 persons will be regularly employed by the company in its new plant and the capacity will be considerably greater.

It is understood that the Nostrand Avenue factory will be a six-story building, of steel, concrete and glass, with light, roomy lofts for the manufacture of the various products put out by the concern. It will be the last word in factory construction embodying all the latest labor-saving devices in the handling of goods, power plant and service. Its capacity will probably exceed that of the present plant of the company on Wythe Avenue at Penn Street, Brooklyn.

The plant will occupy the equivalent of a full square block. The west side of Nostrand Avenue, between Park and Myrtle avenues, is unbroken by streets, although both Floyd and Stockton streets terminate on the east side. The factory will extend to Floyd Street and on the Park Avenue side to Sandford Street.

The coming of the factory to that district emphasizes the gradual change of the neighborhood from a tenement house district to a heavy manufacturing center. On the north side of Park Avenue is the Dunlap Hat Factory and in the immediate vicinity are a considerable number of large factories which have come to the district within the past two or three years. It is the center of an excellent labor market and is very convenient of access from all parts of Brooklyn.

Three Tobacco Organizations Unite in New Association

The Farmers' Co-operative Tobacco Association is the name of a new tobacco growers' organization formed recently at Owensboro, Ky. There were 400 farmers in attendance at the meeting for consolidation from Daviess, McLean, Ohio and Hancock Counties, despite the wretched weather conditions. R. H. Ford, of Daviess County, was elected president.

The association is formed for the purpose of uniting all three tobacco organizations in the district into one. The constitution adopted provides that none of the tobacco that is to be pooled will be sold without a vote of the poolers. Delivery points will be established in every county in the district. The backers of the new organization are dissatisfied with the loose leaf method of selling tobacco and will make an effort to pool the greater part of the Green River crop next year. The Board of Control will consist of one member from each magisterial district in the four counties.

A resolution was adopted memorializing the Legislature not to pass the "drastic anti-trust bill that has been introduced."

Apollo Cigar Company Offers Compromise

Creditors of the Apollo Cigar Company, of Cincinnati, O., are summoned to court February 16th to decide on accepting the offer of the company to compromise by paying them thirty-five cents on the dollar. Claims amounting to $11,163 are held by twenty-four creditors and nineteen of them have signified consent; others are objecting. The Breckens Transfer Company, F. H. Berning & Sons and Tillie Niemes have waived all their claims against the company.

Tobacco Firms Contribute to Hospitals

Benno Rosenwald, 145 Water Street, New York, Treasurer of the Leaf Tobacco Trade Auxiliary of the Hospital Saturday and Sunday Association, has announced collections amounting to $1685. He reported contributions as follows:

Goldman, Sacks & Company, $150; E. Rosenwald & Brother, S. Rossin & Sons, C. H. Spitzner & Son, Maxmilian Stern, $100 each; J. Bernheim & Son, F. Miranda & Company, Sartorious & Company, $50 each; Elias Bach & Son, F. & E. Cranz, Cullman Brothers, H. Duys & Company, Ernest Ellinger & Company, G. Falk & Brother, Emanuel Hoffman & Son, Lichtenstein Brothers, Eugenio Lopez & Company, Mendelsohn, Bornemann & Company, Meyer & Mendelsohn, Heinrich Neuberger, Pretzfeld & Company, L. Schmid & Company, E. Spingarn & Company, William Stake & Company, William H. Stiner & Son, $25 each, and J. Cohn & Company, $20.

Collections in smaller amounts made up the total reported.

Tobacco Crop Prospects in Dominican Republic

The heavy rains that have fallen throughout the northern part of the Dominican Republic during the past three months have been to a certain extent beneficial to the crops, but should the rainfall (10 to 15 inches per month) continue much longer, serious damage will result, especially to the growing tobacco. The yield of this crop promises to be large if favorable weather conditions are encountered during the next two months. Local estimates forecast a production of 250,000 to 300,000 seroons (1 seroon=115 pounds net), compared with a crop of about 70,000 seroons in 1915, and 150,000 to 200,000 seroons in normal years.

Should a large crop materialize it is doubtful whether it would prove beneficial to the business and agricultural interests of the region. The growers would probably realize minimum prices, perhaps less than 2 cents per pound on the average. During the last months of 1915 some tobacco was sold as high as 7 to 8 cents per pound, due to the smallness of the crop. Existing transportation facilities would have the same difficulty in handling a large crop. How evident this is will be seen from the fact that eight months have been consumed in bringing the small 1915 crop from the interior to the seaboard. The lack of shipping facilities from this country to the ports of continental Europe is also a factor which tends to complicate the situation. Freight rates are in general more than four times what they were previous to the outbreak of the war.—"Commerce Reports."

M. A. Gunst & Company Absorb Denver Corporation

M. A. Gunst & Company, a $3,000,000 San Francisco corporation, with stores in all the big cities on the Pacific slope and in New York, Tampa, Fla., and Honolulu, has consolidated with the Metropolitan Cigar Company, of Denver. Hereafter the four local stores of the Metropolitan will be operated under the Gunst name, and L. C. Isaacson, vice-president of the Metropolitan, will be manager of the Denver interests of the big California corporation.

With the advent of the Gunst Company into the Colorado and southwestern field, it is proposed to establish a great distributing depot in Denver to handle the products of the merged concern in Colorado, Wyoming, New Mexico, Nebraska and Texas.

The Moss & Lowenhaupt Cigar Company, of St. Louis, Mo., have recently filed papers of incorporation with a capital stock of $50,000. They will buy, sell and deal in cigars, tobacco, pipes, etc. The incorporators are Lee Cronbach and Henry Lowenhaupt.

A Jobber's Display of Portuondo Brands

This display featuring the well-known Portuondo brands, made by the Juan F. Portuondo Cigar Manufacturing Company, of this city, recently appeared in a window of the store of A. Kleschick, of Fifth Street and Girard Avenue. Mr. Kleschick is a wholesale and retail dealer in the full Portuondo line and specializes on the "Sintoma" and "All Alike" brands.

Philadelphia Notes

Sam Wasser, representing B. Wasserman, of New York City, visited the local trade recently.

Remegio Lopez was in Philadelphia last week introducing a line of Key West made cigars from his factory located in that city.

The popular brand of "Van Dyck" which is a product of M. A. Gunst & Company, New York City and Tampa, received the attention of Maurice Robinson, in Philadelphia recently.

W. D. Duncan, who represents San Martin & Leon, of Tampa, Fla., in Philadelphia and vicinity, was devoting his energies to the "Hoyo de Cuba" which is the pride of this firm.

Announcement is made of the marriage of G. Clarence Landis, son of Harrison Landis, who is treasurer of the H. H. Sheip Manufacturing Company, and Miss Elizabeth J. Deal. Mr. Landis is well known to manufacturers in this section.

John King, accompanied by A. L. Cuesta, Jr., of Cuesta, Rey & Company, of Tampa, Fla., paid a visit to Philadelphia last week. The cigars manufactured by the "Truly Spanish" house are gaining new friends throughout the local territory each week.

Manila Freight Rates Increased

We are in receipt of the following from the Manila Commercial Company:

"The freight rates from Manila have again been increased, and, until the Panama Canal will be available for regular traffic, Manila shipments have to submit to the abnormally high rates imposed by the few lines now monopolizing the shipping trade on the Pacific.

"However, in the case of our trade, we have had to ask only for a small increase in prices from our customers, as the volume of our business in the cigars made by our La Yebana factory has greatly increased of late, making it possible for us to take over, for our account, most of the burden caused by those higher freight rates.

"Furthermore, we have now been able to concentrate our business on just a few sizes, i. e., the ones which prove to be the most popular with our trade, and consequently the best repeaters. This greatly facilitates a better organization in the factory, reduction of expenses, and prompt execution of orders from the United States.

"The S. S. 'Persia Maru', due to arrive at Tacoma at the end of this month, brings us a shipment of 1,098,200 cigars."

C. Hutchins Cigar Company Consolidates Stores

With the consolidation of its two retail stores, under one roof, on Putnam Street, Marietta, O., and with completion of improvements now in progress, the C. Hutchins Cigar Company, of which Charles Pape and Dick C. Pape are proprietors, will have one of the finest places of the kind in the Ohio Valley.

IRREGULAR PAGINATION

A Review of the English Tobacco Trade

IN the Annual Trade Review of the London Chamber of Commerce, the tobacco trade of the past year is dealt with in an able manner by Mr. H. C. Archer (R. & J. Hill, Limited), chairman of the tobacco trade section of the chamber. He writes:

The year 1915 will always be memorable in the history of the tobacco trade as that in which the already high duties were, for war purposes, raised a further 50 per cent., thus bringing them up to 5s. 6d. per pound on tobacco and 10s. 6d. per pound on imported cigars. Manufacturers and the trade generally were not unprepared for such a contingency, as it was felt and foreseen that tobacco, being more or less a luxury, would probably have to bear its full share of the national burden. Owing, however, to certain new regulations issued by the customs (irregular, as it now appears, at the time, but since legalized), by which manufacturers for some ten days before the date of the budget were prevented from clearing out of bond more than their average daily requirements, there was no general forestalling of duties, as would otherwise probably have been the case; in fact, many firms found themselves on the eve of the budget very short of duty-paid stocks and considerably inconvenienced in consequence. A high duty of this description, which can almost be described as crushing, necessarily imposes a good deal of loss and injury on all sections of the trade. Not only does it mean that a considerable amount of additional working capital has to be provided—never an easy matter at any time, but especially difficult under the present financial conditions of the country—but it must have also a very serious and adverse effect on the home consumption, a result fully recognized and liberally provided for by the Chancellor of the Exchequer when placing his budget estimates before the House of Commons. It is difficult to say what the full effect of these new duties on the home trade will eventually be; at the present time conditions are not normal, and the new rates have not been long enough in force to be able to form any decided opinion; but it is certain, judging from past experience of high duties, that they invariably result in loss and injury to all connected with the trade, to what extent, in the present case, time alone will show. Manufacturers all through the year have, however, been extremely busy with government contracts for the supply of tobacco and cigarettes to the troops, which has more than made up for any falling off in the home demand, and, generally speaking, it must be confessed that, notwithstanding the difficulties caused by the high rate of duty, the manufacturing branch of the trade, as far as business is concerned, has not had much to complain of.

With the exception of those special growths directly affected by the war in the Near East, prices of leaf tobacco on the whole did not show much variation, the increased cost of some varieties being chiefly, if not entirely, due to the high rates of freight and insurance which prevailed during the year. The 1915 crops of Virginia and Carolina, by far the most important of any at the present time for British manufacturers, proved to be of fair average size and very suitable in every way for this market. Carolina leaf, on the whole, did not perhaps show much body and quality as usual, being somewhat thin and light in texture, but it possessed plenty of fair color and the burning was, almost without exception, extremely good. Altogether, this crop may be described as being particularly well adapted for the manufacture of cigarettes, by far the most important and popular form of smoking at the present time. In the old belt section of Virginia, although the leaf was of excellent quality and perfect burning, there was a marked deficiency of color, and the crop was not so good in this respect as that of the previous year. Prices here, in spite of high freights, increased cost of insurance, and adverse rate of exchange, so far from showing any advance on the figures of 1914, were, if anything, somewhat easier and far lower than those ruling two or three years previously. The same remarks apply to western leaf, the market prices of which showed no advance, but might be quoted as steady.

The demand for Nyasa and Rhodesia leaf, which had commenced to come into favor, and of which fairly large quantities were imported a year or two ago, owing to the high prices ruling for Virginia tobacco at that time, fell off considerably, as was only to be expected. Both these growths, though excellent in many ways, must be looked upon, after all, only as substitutes for Virginia, and unless they show manufacturers some advantage in cost over the real article (and owing to the moderate prices now ruling in the American market, such is not the case) they have not much chance of finding a large sale here, except at unsatisfactory prices. If the government could see their way to extending to these growths the rebate of 2d. per pound in the duty now enjoyed by English and Irish-grown tobaccos, a very great stimulus would be given to their use in this country, and it would prove of immense assistance and encouragement to tobacco growers in these, comparatively speaking, young colonies. The difficulties with regard to the payment of drawback would, however, seem to make a desirable arrangement of this kind almost impossible, as the large quantities which would probably then be imported would entail so serious a loss on the revenue as to make it inadvisable in the financial interests of the country to grant the concession.

It cannot be said that English and Irish grown leaf has made much headway during the year. The quality and flavor of these tobaccos show little or no improvement, and the comparatively low prices of western leaf, with which they have to compete, keep their value, even with the duty rebate of 2d. per pound, at a figure which can hardly de remunerative to growers. With regard to Turkey and Latakia tobacco—all supplies of these important growths, owing to the war, have been entirely suspended; the stocks on hand are anything but large, with no prospect of their being replenished until many months after hostilities cease, the result being that prices have risen, especially in the case of Latakia, for which there is no substitute, to almost prohibitive figures.

Importance of the Window

One of the most important advertising mediums for a retail dealer is the show window. It is the face of the store. The chief means you have of judging a person is by his face. It is the index of character. Strength or weakness, firmness or vacillation, good or evil, purity or lewdness, intelligence or ignorance, kindness or harshness, gentleness or roughness, confidence or doubtfulness, success or failure are all stamped thereon, and you are instinctively attracted or repelled. You like or dislike a person by the impression made upon you by his face. It is just the same with the "face" of the store. It advertises you and your business, whether your display is good or poor. It is in your window that you can demonstrate what kind of a merchant your are, and you will be largely judged by what is done or what is not done therein.

Trade Jottings

S. H. Furgatch & Company, New York City, manufacturers of the "Vega del Rey" cigar, are having alterations made to their factory.

John J. Bagley & Company, well-known tobacco manufacturers of Detroit, Mich., have recently filed papers of incorporation with a capital stock of $200,000.

Report is current that Jacob Wertheim, president of the Tobacco Merchants' Association, will leave for Havana, Cuba, in the near future, for a brief stay in that city.

A decidedly satisfactory increase in the demand for their "Cyro" and other brands is reported by Welcher Brothers, manufacturers, 530 East Eightieth Street, New York City.

The Toledo (Ohio) Ad Club is considering plans for the formation of a corporation to be known as the Ad Man Cigar Company, to be composed of members of the club.

Numbered among recent visitors to New York City, was S. R. Moss, of the S. R. Moss Cigar Company, Lancaster, Pa., manufacturers of the well-known "Flor de Moss" cigar.

B. Lett & Company, Boston, Mass., distributors of Sanchez & Haya products, were recently in receipt of a visit from D. H. Moulsdale, of the latter company, in the interest of his company's brands.

Ed. I. Polster, 5517 Euclid Avenue, Cleveland, O., recently had an attractive window display of "Heart of Cleveland" cigars in his window. The "Heart of Cleveland" is a private brand of Mr. Polster's.

Walter R. Hamper was re-elected president and general manager, Louis F. F. Dillman was elected vice-president, and Charles M. Hamper secretary and treasurer of the Globe Tobacco Company, Detroit, Mich., at the annual meeting held recently.

Loritz Brothers, Denver, Col., are being congratulated on the appearance of their new cigar store, which they recently opened at Sixteenth and Welton streets, that city. The store is up-to-date in every respect, all the appointments being new. Harry Loritz, Jr., is in charge of the store.

From Minneapolis comes the report from Dave Cargill that he is well pleased with the many excellent orders he is receiving in his calls on the trade in the interests of the staple "El Roi-Tan". He also states that the "Class" cigar is coming in for a goodly share of attention.

"Bachia", "La Saramita", "La Benga", "Sanchez & Haya", "Webster" and "Charles the Great" are among some of the brands that are being offered to the retail trade by Hal Hitchens, located at 30 Euclid Avenue, Cleveland, O. Mr. Hitchens only recently took over this location from Morris Weiss, the former owner.

That window dressing is an art was well illustrated in the store of J. H. Rankin, Boston, during the past fortnight. The Broad Street window of his location was given over to a display of "Unis" cigarettes of Philip Morris & Company. Its attractiveness proved a magnet of no mean calibre for the many people passing the store.

Union-American Cigar Company's Annual Meeting

The annual stockholders' meeting of the Union-American Cigar Company was held in Pittsburgh, Pa., February 14, 1916; the following directors were re-elected for a period of three years: Charles B. Evans, George D. Edwards and Edward G. Lang.

Immediately prior to this meeting, the board of directors met and elected Joseph F. Cullman as director, to fill the unexpired term of Julius Marqusee.

The board is now composed of G. P. Waidely, E. A. Kitzmiller, J. J. Satterthwait, George D. Edwards, Edward G. Lang, Charles B. Evans, Joseph F. Cullman, Tilghman Johnston and N. D. Lean.

After the stockholders' meeting, the directors met, and the following officers were re-elected for the ensuing year: G. P. Waidely, president; E. A. Kitzmiller, vice-president; N. D. Lean, treasurer; E. S. Hurt, secretary; F. E. Griswold, auditor.

Value of United Cigar Stores Stock Changed

A special meeting of the stockholders of the United Cigar Stores Company of America has been called for March 3d, for the purpose of securing the consent of the stockholders to change the par value of the shares from $10 to $100. A little more than a year ago the par value was changed from $100 to $10, but there has been general dissatisfaction with this. Only about one-half of the stockholders agreed to the reduction in the par value of the shares a year ago and even these have been complaining.

Under the rules of the stock exchange, it costs just as much in commissions to trade in a stock which sells at $10 a share as it does to trade in a stock of $100 par value. For this reason it is believed that there will be a better trading market for the stock if its par value is changed to $100. Moreover the banks that are asked to lend money on United Cigar Stores stock as collateral preferred the $100 stock.

Victim of Joke Cigar Loses Suit Against Manufacturer

Angelo R. Haywood, of Wilkinsburg, Pa., recently lost his suit for damages against the Kohler-Snyder Cigar Manufacturing Company, of Yoe, York County. Haywood claimed that he was injured and put to considerable expense by a cigar which exploded when he opened a box of them after winning them at a church raffle at Wilkinsburg, and that the Yoe Company made the cigars and therefore was liable for his $300 doctor bill and hospital expenses.

The defendants claim their cigars were inspected several times and that it was not likely that the cartridge was inserted before the cigars left the factory, and contended that the explosive was probably prepared by one of Haywood's own friends.

Sigmund Sichel May Enter Portland Politics

Sigmund Sichel, president of Sig. Sichel & Company; wholesale cigar distributors, and Ralph W. Hoyt, a former banker, both of Portland, Ore., are each being urged to enter the field as candidates for the Republican nomination for county commissioner. Both say they are considering the matter.

Commissioner W. L. Lightner, whose term expires this year, will be a candidate for re-election.

Best & Russell Representative Reports Heavy Business

Harvey Hogg, with Best & Russell Cigar Company, with headquarters in Chicago, has just completed a trip through West Tennessee and reports extra heavy business. Mr. Hogg is probably the best-known traveler in the State of Tennessee, and has been identified with the cigar and tobacco business for a number of years.

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TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES.

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The Tobacco Merchants' Association is to be commended for the businesslike manner in which it is undertaking to rid the trade of its many evils. The prompt action in the matter of box stuffing indicates that there will be little delay in bringing offenders to justice. May its efforts along this line not be confined to New York. Philadelphia has long been a stronghold of these parasites and it is to be hoped that relief is at hand. There are scores of other cities in the same category.

Get The Box-Stuffers

Trade Jottings

The Brinkman, Meisel & Recker Cigar Company, St. Louis, Mo., are the distributors of the "Delsarto" cigar in that territory.

"Alluro", manufactured by A. Santaella & Company, has been taken on for distribution by the C. A. Gibbs Company, Pittsburgh, Pa.

Satisfactory business on "Magalanes" Manila cigars, are reported by the Holtz-Greib Company, jobbers, 33 East Eagle Street, Buffalo, N. Y.

The S. S. Pierce Company, Tremont and Beacon streets, Boston, Mass., recently had attractive window displays on "Romeo y Julieta" and "La Mora" cigars.

The "Tiger", twenty for ten cents cigarette, is soon to be launched on the Chicago market by the P. Lorillard Tobacco Company. Extensive advertising and specialty work will play an important part in the campaign.

"In-B-Tween" cigars are being successfully placed in some of the larger cigar stores of Baltimore, Md., by J. U. Lemnon, Jr., a newly appointed member of the sales staff of Kraus & Company, the manufacturers of the brand.

To manufacture cigars, and to deal in tobacco, pipes and kindred articles, the Moss & Lowenhaupt Cigar Company, St. Louis, Mo., has been incorporated with a capital stock of $70,000, all paid. Haymer Lowenhaupt, Lee Cronbach and Henry Lowenhaupt are the incorporators.

The Main Cigar and Soda Company is the name of a new concern located at Markham and Main streets, Little Rock, Ark. The firm is composed of I. Flegheim, formerly representing the Best & Russell Company in Arkansas territory, and C. P. Jones, of Little Rock. The new company will feature the well-known "San Martin & Leon" brand in twelve sizes.

"La Resta" cigars, manufactured by the San Telmo factory, and being retailed at five cents each by the Rothenberg & Schloss Cigar Company, Denver, Col., are meeting with phenomenal success. This company states that it is their best seller at the price asked. So great is the demand for the brand, that the factory finds it not possible to keep up with the orders.

March 1st has been the date set by Harry Hess, retail cigar dealer, doing business at 3 West Ninth Street, Kansas City, for removal into his new quarters at 920 Main Street. The latter structure is going through a process of rebuilding, and will be further improved by the installation of new and modern fixtures. It is Mr. Hess's thought to have one of the most up-to-date stands in this section.

Following twenty-one years' connection with the jobbing house of J. W. Stevens, Albany, N. Y., Bruce McDonald has severed his connection with that concern. He is now identified with Storm, Fisher & Company, of 61 Warren Street, New York, and will devote his time to "La Soneda", clear Havana, and "El Pendes", shade-wrapped Havana cigars, representing the company in New York and in the New England States.

York Tobacco Man Suffers Fire Loss

Fire in the tobacco warehouse of Joseph H. Stiles, North Court Alley, near Philadelphia Street, York, Pa., recently threatened $200,000 worth of fine grades of Connecticut tobacco stored there. Fortunately the blaze itself was confined almost entirely to the office, located on the first floor, front, but smoke permeated the building, and water flooded the basement, both causing much more damage than the flames. Estimation of the loss with any degree of accuracy will be impossible, until the contents of the hundreds of packing cases have been examined. It was placed conservatively at between $5000 and $10,000, although admitted that these figures may be exceeded. Insurance covers the loss.

The office of the structure was gutted by the flames. The furnishings, books and papers in the room were consumed. The smoke was the worst encountered by the York firemen for years, according to Fire Chief Harry L. Wills. The firemen had difficulty in gaining entrance to the place, as the windows were barred and the doors securely locked.

The warehouse is considered to be one of the finest structures of its kind in Southeastern Pennsylvania. It is a four-story brick building, and the three upper stories and the basement were filled with cases of high grade leaf. Mr. Stiles said that he believed the smoke damage would be comparatively slight, as all the windows had been immediately thrown open. The tobacco stored in the basement was partially destroyed by water.

The fire is thought to have started from defective wiring in the office. Linemen had been at work in the vicinity, and it is thought that a strong wind may have brought a highly charged wire in contact with one of those entering the warehouse, causing a short circuit.

Ohio Leaf Packers Reorganize

Following a banquet at the Miami Hotel, Dayton, O., recently, the Ohio Leaf Tobacco Packers' Association, which has been inactive since the flood, reorganized, naming W. J. Lukaswitz, president; S. E. Wheeler, of Troy, vice-president, and M. E. Stern, secretary and treasurer. Committees were formed in addition to the appointment of a board of directors. One of the committees was directed to meet shortly in order to decide upon a date on which to hold regular meetings of the association in the future.

Preserving kettles, strainers and an assorted selection of kitchen ware, spelled prosperity for one cigar merchant, located in a section where his customers were principally those whose wives did their own work, and were the ones most interested in reaping the benefit of the goods offered.

Realizing that each sale must be small, and that the good will of the neighborhood was a vital factor, this merchant laid in a line of school necessities in order that every outlay made around school opening time might go toward the securing of the articles offered as premiums.

Larus Brothers & Company, Inc., Buy Another Factory

A sale of considerable importance has just been completed whereby Larus & Brothers Company, Incorporated, of Richmond, Va., tobacco manufacturers, become the owner of a Richmond property formerly owned by George Pope, of New York. The property fronts 135 by 211 feet in depth at the southeast corner of Main and Twenty-first streets.

The consideration in the deed is $35,000, and the sale was made by Elam & Funsten, real estate agents.

Larus & Brothers Company, Incorporated, will use the property for their own factory, and will make such additions and improvements as are necessary.

Rochester Firm Established Since 1840

R. Whalen & Company, of Rochester, N. Y., manufacturers of smoking tobaccos and other tobacco products, takes rank among the enterprising firms of that city and points with pride to the fact that it has been established since 1840. They are located at 194 Mill Street, and manufacture the well-known "Genesee Smoking" and "Billy Boy Smoking". Some of the other products of this flourishing company are "Blue Bird", "Iron Horse", and two excellent brands of scrap known as Whalen Scrap No. 1 and No. 2. With every product of the firm sold there is to be found a pink label, which when redeemed at the office of the company, one may have his choice of premiums, from a most elaborate premium list.

R. Whalen & Company was originally established by A. Van Slyke in 1840, and was carefully guided through the early years of its existence under his personal management until the year 1862, when it was taken over by Ketchum, Woodbury & Company. The business was conducted under this firm name until 1863, when Edward Woodbury took over the managerial and proprietorship reins and conducted successfully until the following year, when the concern was known as Woodbury & Whalen. In 1865 R. and T. Whalen became proprietors and the business was under their management until the year 1883, when R. Whalen and his two sons assumed control In 1902 the firm was incorporated as R. Whalen & Company and is at the present time known to all citizens of Rochester by this name. In 1912 R. Whalen passed away and since that time the firm has been under the capable supervision of L. A. Whalen, to whom a great portion of the credit is due for the flourishing and enterprising establishment.

Tobacco Jobbers Have Busy Season

Due perhaps to the heavy demand for domestic and Cuban tobacco for Europe the past year has unquestionably been a very busy and profitable one for the jobber, according to C. K. Smith, sales manager, cigar department of R. C. Williams & Company, of New York City. There has been a steadily increasing demand among the retail trade for the better grade of cigars and tobacco, and those offering a straight known quality proposition to the retailer have had no trouble in making sales.

"Reports from Havana show that the large factories there are still busy executing orders to all parts of the world, and although the busy season has ended, these factories have not felt the usual receding wave of activity up to the present. As there are no surplus stocks left in the hands of the importers, this may be due to a reaction following the former policy of economy which has been practiced for so many years.

"The season just closed, so far as our domestic cigar industry is concerned, has been a record-breaking one, and one of the biggest ever witnessed. We have had a big call for our high-grade cigars this season from all parts of the United States, and just from the orders coming in now for future delivery, the market for cigars this summer will be even greater than that of 1915."

Directors Chosen for Ad Man Cigar Company

Novel to say the least was the organization recently at Toledo, O., of the "Ad Man Cigar Company", by the Toledo Advertisers' Club. E. E. Troxall, E. A. Machen, Henry Gail, Charles F. Dowd, Irving Goldman, Morris Elgutter and John M. Schlacter are named as the directors. It is the intention of the company to wage a national advertising campaign on their cigar. Part of the campaign calls for a special appeal for the patronage of newspaper men.

Tampa

Jorge Leon in Cuba Inspecting Company's Plantations—Karl Cuesta Now on Trip for "Truly Spanish" House—Matthew Berriman Back From Chicago

Tampa, February 11, 1916.

WITH preparedness the topic of discussion throughout the country, we doubt if it would do any harm to consider the subject with reference to practical application of the idea. Tampa is justly proud of the eminent position she has attained in the cigar industry. She has ably demonstrated to the world that she can and does make cigars of unimpeachable quality. But despite the fact that she has been unusually successful, we may say with all due respect to the excellence of her achievements, that she has not realized the full measure of success which would have been possible, had she had in as complete control, those other phases of her specific industry, as that which prevails in the manufacturing end. It is this thought which suggests that there are still various problems in the matter of distribution and dealer co-operation, which, if remedied, would do much towards the realization of a decidedly stronger position in the trade, as admirable as is that position at present.

While this attitude is due in all probability to apathy rather than to a lack of desire for further advancement, nevertheless, we should not be too gratified with our success, but should endeavor to realize that the future is synonymous with more extensive business, larger orders, more perfect service. And the spoils will go only to those victors who have peered into the distance and properly prepared themselves for the taking of the rewards that are inevitable. Don't make the mistake of thinking that temporary placation will mean security from disaster. Idealize as far as is practical all branches of the business, realizing that no cog is of so little importance that it will not be missed. It will be that organization which perfects its members down to the most minute detail, that will not yield in the final test, and as a natural result will take its rightful place among the foremost leaders.

Guests to the number of three hundred attended the recent breakfast of the Rotary Club, given at the Tampa Bay Hotel, in honor of the Florida State Press.

Harry C. Culbreath, of V. Guerra, Diaz & Company, manufacturers of the well-known "La Mega" cigar, has left the city for the Middle West. Mr. Culbreath has been in Tampa since the holidays.

A decided increase over the same period in 1915 was experienced by Corral, Wodiska y Ca. in their business for the month of January just past.

Karl Cuesta, of the "Truly-Spanish House," is at present touring the South in the interests of the company's products.

Some nice orders are being received by the J. M. Martinez Company from their salesmen, now out on the first trip of the year.

Cigar box factories are included in the wave of prosperity being experienced locally.

In a letter recently received by Jose G. Ramirez, secretary of the San Martin & Leon Company, from Jorge Leon, president of the company, at present in Cuba on a tour of inspection of the company's plantations, Mr. Leon speaks in a decidedly encouraging tone relative to this season's crop of tobacco. He states that it is the finest that has been produced for a period of years, and will be of superior yield. He intimates that while it will be necessary to pay a higher price for the tobacco, there will be a greater demand for it on account of its excellent quality. Mr. Leon plans to remain in Cuba until March 1st.

Beginning with the stripping and casing of the tobacco and concluding with the finished cigar, was the process shown by the Clear Havana Manufacturers' Association as their contribution to the industrial exhibit of the Gasparilla Carnival and South Florida Fair. The miniature factory was complete in all its phases. It employed six of the most expert cigarmakers to be found in Tampa, and disclosed every detail of manufacture, even to the final packing in the boite nature boxes which contained ten cigars each, and which were then offered for sale. The interest in the exhibit was manifest by the crowds that gathered daily to watch the cigarmakers at work.

The Salvador Rodriguez factory reports that January business on "Charles the Great" cigars was the largest in its history.

Matthew Berriman, of the "Jose Vila" factory, recently returned from a visit to Chicago headquarters of the company.

Cuesta, Rey & Company were accorded the courtesy of the use of a window of the Tampa Furniture Company for the display of its San Francisco exhibit.

Perfecto.

Japanese Investigating Tobacco Industry Here

The Virginia State Department of Labor, at Richmond, had two distinguished and interesting visitors recently in the persons of R. Mizutani, Commissioner of the Monopoly Bureau of the Imperial Government of Japan, and Seiki Takabayashi, also of Tokyo. They are in the United States making investigations with especial interest in the tobacco business, particularly as to cigars and cigarettes.

Officials of the department answered many questions propounded by the visitors. The main line of questions were regarding the various labor laws, safety appliances, hygienic conditions, vocational diseases and other questions covering practically all of the activities of the department.

While they covered the ground in a general way as regards the labor laws of Virginia, the chief questions of the visitors were with regard to the cigar and cigarette trade. The title of Mr. Mizutani would indicate that his office takes in this field of work, tobacco being, it is understood, a government monopoly in Japan.

They were much pleased with the reception accorded them by the department, and afterward, it is understood, visited a number of local establishments engaging in one or the other branches of tobacco manufacture or storage.

Old Coupon Bill Brought Up Again.

Representative Austin, at Washington, has introduced the old measure proposing to tax out of existence the tobacco coupon business. The measure is declared to be for the purpose of levying a tax upon the "issuance of coupons, prize tickets and other devices, and on the redemption, payment, purchase or exchange of coupons, prize tickets, tags, bands or other articles, things or parts of articles or things that shall have been attached to or packed in or with, or formed a part of, or encircling, or given with any manufactured tobacco, cigar or cigars, cigarette or cigarettes, or snuff, or any stamped package or receptacle thereof, and to forbid the packing of other things into packages of tobacco, cigars, cigarettes or snuff."

The bill would impose a stamp tax of 2 cents on each coupon, etc., and a stamp tax of 2 cents on the redemption, etc., of such coupons, etc.

This is similar to a measure that was considered by the House Ways and Means Committee of the last Congress. No action was then taken on the bill, although serious consideration was given it.

Trade Jottings

"Bob" Wickham has resigned from the H. J. Hughes Company, Omaha, Neb., in his capacity of city salesman.

The J. Klorfeim factory is well represented in this city for a campaign on the "Garcia Grande" cigar through the efforts of Victor Lopez.

The Hart Cigar Company, of Portland, Ore., has taken on for distribution the "Mi Hogar" cigar, manufactured by E. P. Cordero & Company.

Walter L. Jones, of Moore & Jones, 208 Fourth Avenue, North, Nashville, Tenn., states that they are experiencing an excellent demand on "Zarco" cigars.

The Harry W. Watson Company, Detroit, Mich., is putting forth special efforts on the distribution of the well-known "John Ruskin" five-cent brand of the I. Lewis Cigar Manufacturing Company, Newark, N. J.

From Cincinnati, O., comes the report of R. D. Weinrich that some excellent business is being done on the new Velvet Smokarol pipes and tobacco. Mr. Weinrich is division manager for the Liggett & Myers Tobacco Company.

The C. H. Grashof Company, Rochester, N. Y., distributor for the "Counsellor" of Allen R. Cressman's Sons, Philadelphia, Pa., reports that not only did they do a splendid business on this brand during the holiday season, but the demand on the brand during the past month has been very satisfying.

Having stocked several sizes of the "Perfecto Garcia" clear Havana cigar, manufactured by Perfecto Garcia & Brothers, Sig. Sichel & Company, Portland, Ore., state that they are pleased with the manner in which the introductory work which they are doing on this well-known brand, is being received.

"Admiration", "Hansel & Gretel" and "Savarona" are among some of the brands that are being carried by Sam Fordin, who recently opened for retail business at 114 Fulton Street, New York City. Mr. Fordin was formerly identified with the United Cigar Stores Company.

Not only is the brand being well received, but "repeat" orders are coming in on the "Armuletta" cigar being distributed by the R. D. Burnett Cigar Company, Birmingham, Ala. The "Armuletta" is manufactured by the Porto Rican-American Cigar Company, and ranks well with the five-cent brands being offered locally.

Rose F. and John B. Gensert, Clayton E. and M. Evelyn McDermott, Thomas E. Lynett and William Leahy are named as the incorporators of the Gensert-McDermott Drug Company, of Cleveland, O., recently incorporated at Columbus, O., for $4000. The company will conduct a general drug and cigar and tobacco business.

Announcement is made to the trade of the resignation of T. B. Yuille from the American Tobacco Company. Mr. Yuille, who was in charge of the leaf tobacco department of the company, dated his connection back to the organization of the American Tobacco Company. He was vice-president and director, and is said to have been one of the leading spirits in the direction of the company.

Personal Service Wins Trade

It always pays the dealer who has the best interests of his firm at heart to give as much of his own personal attention to his customers as possible. They like it, and it is only by doing this that the storekeeper is able to form a proper idea of their requirements, as well as their "little ways." In large stores this is not always so easy of accomplishment, but, even in these, he can always be pretty much in evidence, or at all events easily accessible to his customers. No matter how efficient a staff of clerks one may have, a store which is run entirely by the clerks cannot hope to be so entirely successful as when—to use a somewhat hackneyed phrase—it is "personally conducted." In the case of small sized stores, where the proprietor is clerk and everything else combined, it is quite a simple matter.

Half the pleasure of a home-cooked dinner is due to the fact that the dear cook serves it herself. Restaurants lose out on this point because we don't know and can't see the man behind who prepares the cuisine.

Isn't this the truth?

Well, similar to this is the advantage enjoyed by the keeper of a small store who is able to get down on the floor and personally attend to the wants of his customers.

Nearly everybody has elaborate ideas of his own importance, and human nature appreciates being appreciated.

Customers appreciate the attention shown when they are taken care of by the storekeeper himself; it shows he takes an interest in them.

We all dislike a thoughtless man, particularly when he is thoughtless about us. But a storekeeper completely wins over prospective customers when he takes a personal interest in their purchasing.

Try it out!—"Canadian Tobacco Journal."

Two Minutes Chat With Retailers

There are about as many kinds of smiles as cuss words, but everybody likes the cheerful smile. There is really science in smiling.

Every person engaged in business, whether proprietor, salesman or office boy, should cultivate the cheerful smile, for it is contagious, and no customers are quite so good as cheerful customers. Keep them feeling good and you will get most of their trade, and a great factor in making them feel good is to greet them with a cheerful smile. Any kind of a smile which looks like it came from a heart full of good feelings for the balance of the world, and the customer at hand in particular, is the kind that makes a lasting impression.

From the viewpoint of the customer, the people who are in business never have any troubles to contend with, so the smile is expected, and if not forthcoming the man is likely to be put down as grouchy, and who is it who will trade with a grouchy man in preference to one who is always cheerful?

Another thing, the business man must sell his stock in trade if he is to make money, so he has every reason to smile when people come into his place of business to trade him cash for the merchandise he has purchased expressly to sell.

M. A. La Fond Takes Charge

Announcement is made that Mose A. La Fond has taken complete charge of the business of M. A. La Fond & Company, Detroit, Mich., this following the recent retirement from active connection with the company of Charles La Fond, who will center his interests in another line. The La Fond Company, which conducts a chain of retail stores throughout Detroit, has been capitalized at $50,000, the principal stockholders being Mose A. La Fond, Charles A. La Fond and Joseph F. Rousseau.

Pipe Displays

IN the course of a conversation a representative of an exchange had with a prominent retail tobacco dealer the other day, his attention was somewhat forcibly drawn to the value of the pipe in a window display.

"It must not be forgotten," said the tobacconist in question, "by the tobacco dealer who regards his window space as a valuable asset in his business, that the pipe is an important factor in attracting trade. Some retailers appear to regard the pipe as a sort of side issue. If a man wants one, well and good, but no special effort is made to stimulate the trade and to attract this line of custom. This is a serious error. The pipe calls for smoking tobacco, and the dealer may well bear this in mind in handling this favorite companion of the veteran user of the weed; he is not through with the customer, by any means, when he has sold the pipe, for every pipe disposed of means many more sales, of tobacco chiefly and most frequently of course, but also of pouches or boxes, lighters, match-boxes, and, more pipes. For while it is true that most smokers have a burned and battered old pet of a disreputable pipe, used for many years, a still larger number also like to make a change now and then. It is not only the 'varsity man who has his rack full of various models of tobacco burners, but smokers of every age and degree. No matter how many he has, the pipe enthusiast is just as ready to buy the pipe displayed in the tobacco shop that catches his fancy as if he were entirely without any means of getting his money's worth out of his tin of smoking."

These things combine to make the pipe user, even if he smokes nothing else, a customer worth having for the dealer in the things that smokers use; and while it may not be good policy to convert the man who buys six or eight good cigars a day to the use of the more economical pipe, it is also true that a man may take up the pipe without giving up cigars. He may be shown the comfort and coziness of the bowl of good smoking at home or in the office, when he wouldn't think of smoking a cigar, which has its time and its place, just as the old Cardigan jacket and the evening coat have theirs.

A dealer in the provinces often used his window to good effect in stimulating business in pipes. He made no haphazard displays, but worked to obtain a certain effect, with the object of catching the attention of the passer-by and making him look and stop; and he usually succeeded, where the man who thinks it sufficient to fill the window with a blank wall of boxes would hardly get a passing glance, even from the confirmed smoker. One of his displays, which drew considerable attention, consisted of an international congress of pipes. The narghileh of the Turk was there, with its graceful water-bowl and long tube; the long-stemmed porcelain affair of the German was on hand, gaily decorated with tassels and painted bowl; the tiny cavity in which the opium fiend deposits his pill was shown—although this was something of an interloper among honest tobacco pipes. The cob, the briar, the meerschaum, the calabash, and many others were represented, the whole making a display of real interest and considerable ethnological value—all of which meant also advertising value, which is more to the point. It may not be that this particular display made pipe-users of men who had never smoked, although the number of these who looked at the pipes, and at the inviting heaps of tobacco of various types which surrounded them, might warrant the surmise; but there is small doubt but what many a man turned in after inspecting the display and acquired one of the models shown.—"Cigar and Tobacco World" (London).

STEVENS BILL INADEQUATE TO EFFECT RESULT, SAYS OBJECTOR

(Continued from Page 13)

of ten it is the retailer that does the advertising, whereas the benefit of such advertising would, by reason of such notice, accrue to the manufacturer, and enable the manufacturer to divert the trade from the retailer at any time he saw fit.

(e) Clause B provides that articles of commerce within the scope of the act shall not be sold or resold, except at a uniform price. This clause is directly in conflict with Clause D of the act—which provides that any article or articles of commerce covered by the act, may be sold for a price other than the uniform price, under the following circumstances: (1) If the dealer should cease to do business; (2) if the dealer becomes bankrupt; (3) if a receiver is appointed; (4) if the goods are damaged or deteriorated by fire or otherwise,—and likewise in conflict with Clause C which provides that the price shall be uniform except as regards wholesale and retail dealers.

(f) Clause C provides that the vendor shall file in the Bureau of Corporations, a statement of his trademark or special brand, and shall pay a registration fee of $10. This fee is in fact a trade tax of $10. There is no reason why any such tax should be levied. The government does not in any wise undertake to protect the vendor. The bill does not provide that upon complaint of a vendor, the government will protect the vendor by instituting proceedings. The vendor is not given any additional rights. The vendor has now the right of suit under the law of unfair competition, and the probabilities are that he would be more successful in invoking that law than would be the case were he to proceed under the provisions of the proposed law.

(g) Clause D provides that the goods may be sold for less than the fixed price, but that prior to such sale the goods must be tendered to the wholesaler, who must repurchase them at the sale price. So far as I can see there is nothing to prevent any dealer from buying large quantities of goods, immediately going out of business after their receipt, tendering them to the wholesaler, who would probably be disinclined to accept them, and then dumping them on the market at any price; or alternatively, going into bankruptcy and dumping the goods, or holding the goods until they became shop-worn and injured, and then dumping them.

In short, there is nothing in the bill, that I can see, to prevent fly-by-night concerns from demoralizing the trade at any time.

Personally, I believe in price fixing. I think it would be a very excellent thing for all trades, and I look upon the bill offered by Mr. Ayres, as one entirely inadequate to effect the result aimed at.

Geo. H. Benjamin.

"Happy Bill" Sassaman, a well-known cigar man in this section, died recently at his home in Doylestown, Pa. He was formerly of the firm of Shively, Miller & Company, and more recently represented John C. Herman & Company, of Harrisburg, Pa.

TOBACCO MERCHANTS ASSOCIATION BUSY

Conducting Quiet Crusade Against Box-Stuffing—Arrests Being Made

AS a climax to a quiet investigation by the Tobacco Merchants' Association in a crusade against box-stuffing, last week, on a charge of that organization, Charles J. Piazza was arrested, accused of refilling cigar boxes that had originally contained imported Havana cigars, and deceiving purchasers into the belief that the cigars were the genuine products. Previous to January 1st, Piazza operated a factory at Staten Island. Following that, he located at 1510 Second Avenue, New York, where, it is estimated, that his yearly output would approximate 200,000 cigars. A package containing four stuffed boxes of imported cigars, which boxes had been previously secretly marked by the Internal Revenue agents, was found in the possession of Piazza at the time of his arrest.

Reports having come to the Association that among the hotels, restaurants and clubs, that an extensive business was being carried on in the so-called imported cigars, Charles Dushkind, counselor of the Association, was directed to proceed with the investigation. In order that the work might be more thoroughly performed, the facts that an investigating committee was at work, was kept secret. In the meantime, the committee successfully secured evidence revealing that cigarettes, tobaccos, cigars and snuffs have been offered to the public minus stamps, and in some instances, without boxes. The Association has in its possession various packages to support their assertions, and the matter is now in the hands of Colonel L. G. Nutt, Chief Internal Revenue Agent for the district.

So far, it is estimated that about fifty-five or sixty persons have been guilty of fraud against the Internal Revenue Act, and the investigation is still being carried on, it being the desire of the Association to assist the Federal authorities as much as possible in convicting all persons found guilty. In the evidence secured, the Association has about fifty "stuffed" boxes, purporting to be such sterling brands as "Partagas", "Garcias", "Romeo y Julieta", "Hoyo de Monterreys", etc. The cigars would be disposed of in various ways, some of the refillers going so far as to intimate that they were "fences" in order to assure themselves of the sales of the brands.

It is stated that other arrests will follow that of Piazza, and that the present investigation is the beginning of a decidedly stringent campaign to rid the market of these parasites.

Penn Tobacco Company Stockholders Meet

The Penn Tobacco Company stockholders met recently at the firm's plant in South Main Street, Wilkes-Barre, Pa. The business for the year was discussed and glowing accounts were read in the reports of the officers. The Penn company has had an unusually successful year, its products gaining scores of new friends daily.

The old officers and directors were re-elected.

Stemming Machine in Court Room

A large machine similar to the kind used by the large tobacco companies of the country in cutting stems from tobacco leaves has been installed in the court room in the Federal Building, Wilmington, Del., to be used as evidence in the patent infringement case brought by the Standard Tobacco Stemmer Company against the Automatic Stemmer Company, a Delaware corporation.

EISENLOHR CORPORATION ELECTS OFFICERS

Officers and Directors Chosen—All Stock Acquired by Bankers Has Been Sold

THE following officers have been elected for the firm of Otto Eisenlohr & Brothers, Incorporated, Charles J. Eisenlohr, president; Louis H. Eisenlohr, vice-president; Robert G. Cunningham, secretary and assistant treasurer; Harry Dietsch, treasurer; C. Harry Eimerbrink, manufacturing manager.

The following directors have been chosen: Charles J. Eisenlohr, Louis H. Eisenlohr, George S. Graham, Percy M. Chandler, S. F. Glenn.

In a recent letter, Mr. Charles Eisenlohr, who is president of the new corporation, described the history and present status of the business. He summarized it as follows:

"Otto Eisenlohr & Brothers have been engaged in the manufacture of cigars for over sixty years. They are the third largest cigar manufacturers in the United States.

"Their production in 1915 reached the total of 181,000,000 cigars. Over 90 per cent. of their business is on one brand, viz., the 'Cinco' five-cent cigar.

"The 'Cinco' is the largest-selling five-cent cigar in the United States. It has attained its pre-eminence through consistent maintenance of quality.

"The net sales of the business in each of the past five years were in excess of $5,000,000. For the six months period, July 1 to December 31, 1915, the net sales exceeded those of the corresponding period of any previous year.

"Net earnings for 1915, as reported by Messrs. Marwick, Mitchell, Peat & Company, Chartered Accountants, were in excess of two and one-half times the dividend requirements of the preferred stock; the average annual earnings for the three-year period, 1913-1915, inclusive, were in excess of three and one-quarter times the dividend requirements of the preferred stock.

"The new company will commence business with no indebtedness and its total net assets, exclusive of good-will and trade-marks, will be at least $4,000,000; that is to say, $1,000,000 in excess of the preferred stock issue. The net quick assets alone will be over $3,450,000, so that every share of preferred stock will be covered at the outset by a net asset value, exclusive of good-will and trade-marks, of over $133 per share, and a net quick asset value of over $115 per share."

All the stock acquired by Chandler & Company, Incorporated, and Hallgarten & Company, the bankers in the operation, has been sold.

Revenue From Tobacco Industry Shows Increase

The tobacco manufacturing industry of the United States, as shown by a compilation of the statistics just made possible by the issuance of the December report of the Commissioner of Internal Revenue, recovered sufficiently during the year 1915 to more than make up for the backset sustained in 1914. The total collections of internal revenue from all sources on tobacco during the entire calendar year amounted to $79,771,692.50, as against $78,256,144.94 in 1914, making an increase of $1,515,547.56, or 2 per cent. The 1915 collections also exceeded the high year of 1913, which had a total record of $77,033,311.08. How valuable a source of revenue the tobacco industry is to the Government is, perhaps, best evidenced by the fact that the collections in the four-year period, 1911-1915, jumped from $69,008,721.23 to $79,771,692.50, an increase of $10,762,971.27, or about 16 per cent.

COLLECTOR UPHELD IN EFFORT TO MAINTAIN MANILA CIGAR STANDARD

(Continued from Page 13)

Islands. The Collector of Internal Revenue refused and still refuses to issue a certificate covering the origin of said cigars on the ground, not that the material composing the cigars was not the product of the Philippine Islands, but on the ground that the cigars in question did not conform to a certain regulation relating to the exportation of Philippine cigars to the United States issued by the Collector of Internal Revenue on the 26th of January, 1915, providing that, after the expiration of a certain period, no certificate of origin would be issued by said bureau for cigars which were not 'standard,' it being held by the collector that the 'cortedo' cigars were not 'well made' and; therefore, were 'not entitled to the standard mark,' which a certificate of origin would place on them, the only cigars entitled to such certificate being those of the regular shape, having a spiral wrapper and with substantially the same diameter at each end. On the refusal of the Collector of Internal Revenue to issue the certificate prayed for, application was made to the Insular Collector of Customs for a certificate of origin of the material of the said cigars, which request was refused on the ground that the certificate of the Collector of Internal Revenue covering the origin of the cigars had not been issued and presented with the application as required by the customs regulations.

"The plaintiff alleges that a regulation of the Collector of Internal Revenue of January 26, 1915, above referred to, relative to the exportation of cigars to the United States, is 'arbitrary, discriminating, illegal and void, and made without any authority of law, and is an attempt to legislate and an endeavor by the Collector of Internal Revenue to introduce provisions into the United States Tariff Acts governing these Islands utterly inconsistent and at variance with the laws therein expressed.'

"The complaint asserts that it is the duty of the Insular Collector of Customs 'to furnish exporters in these Islands certificates of origin of cigars and other tobacco destined to the United States of America, to enable said merchandise to enter into the United States free of duty, provided that they have complied with the Acts of Congress of the United States of date of August 5, 1909, and October 3, 1913, respectively, known as the Tariff Acts, and with the provisions thereof relating to exports from the Philippine Islands to the United States; and provided that they have complied with the rules and regulations relating thereo not inconsistent with law, made and promulgated by the said Insular Collector of Customs of the Philippine Islands, and approved by the Secretary of Finance and Justice thereof.'

"The question presented for our determination in this case is whether or not, in connection with the issuance of 'certificate covering the origin' and 'certificate of origin' mentioned in the complaint, there rests on the Collector of Internal Revenue and the Insular Collector of Customs a duty the performance of which the courts will enforce by mandamus. For convenience we will, in this decision, use the phrase 'certificate of origin' to describe both of the certificates above mentioned, there appearing to be, in essence, little difference between them.

"The tariff act of October 3, 1913, entitled 'The Tariff Act of October 3, 1913,' does not lay any such duty on these officials, having only this to say with reference to the importations of tobacco from the Philippine Islands:

> "'C. That there shall be levied, collected, and paid upon all articles coming into the United States from the Philippine Islands the rates of duty which are required to be levied, collected, and paid upon like articles imported from foreign countries: Provided, That all articles, the growth or product of or manufactured in the Philippine Islands from materials the growth or product of the Philippine Islands or of the United States, or of both, or which do not contain foreign materials to the value of more than 20 per centum of their total value, upon which no drawback of customs duties has been allowed therein, coming into the United States from the Philippine Islands shall hereafter be admitted free of duty.'

"Under this provision it is necessary, in the exportation of products of the Philippine Islands to the United States, to satisfy the customs officials of that country that the proposed importations are of the character described in that portion of the Act of Congress of October 3, 1915, above quoted.

"Immediately on the passage of the Tariff Act of 1909 the Governor-General of the Philippine Islands issued Executive Order No. 41, dated May 7, 1909. It dealt with that provision of the Tariff Act of 1909 which was repeated in the Tariff Act of 1913 which we have already quoted. It provides:

> "'Upon the passage of a Congressional enactment authorizing the free entry into the United States of goods the product and growth of the Philippines, all customs and internal-revenue officials will consider themselves charged with the duty of preventing the fraudulent export for free entry into the United States of goods which are not the product and growth of the Philippines. In case the Insular Collector of Customs, the Collector of Internal Revenue, or their duly authorized representatives are satisfied that goods sought to be exported to the United States for free entry therein are really and truly the product and growth of the Philippines, they shall issue proper certificates to the exporter of such goods to that effect, and shall advise him that a duly authenticated copy of such certificates must accompany the goods to the United States and be presented to the proper customs officials at the port of entry in the United States.
>
> "'The Insular Auditor is hereby directed to transmit promptly at the close of each month, through this office, to the Secretary of the Treasury of the United States an abstract of such exports.'

"Executive Order No. 41 is nothing more or less than a command from a superior to an inferior. It creates no relation except between the official who issues it and the official who receives it. Such orders, whether executive or departmental, have for their object simply the efficient and economical administration of the affairs of the department to which or in which they are issued in accordance with the law governing the subject-matter. They are administrative in their nature and do not pass beyond the limits of the department to which they are directed or in which they are published, and, therefore, create no rights in third persons.

"Taking as admitted all of the material allegations of the complaint, as we have taken them under the demurrer, the plaintiff is not entitled to the relief prayed for. Its remedy lies with the superior power which issued the order which is sought to be enforced.

"The demurrer is sustained and the plaintiff given five days in which to amend its complaint. In case an amendment is not made within that time, the complaint will be dismissed on the merits.

"So ordered."

Smokers' Articles in Northwest India

There is a fair and steady market in Northwest India for smokers' requisites. Almost all Europeans here smoke. Pipes, cigars and cigarettes are used. The pipes are imported. Cigars are produced locally, and many Europeans prefer the Indian cigar to the imported article, especially those Europeans who have lived in India for several years. The products of Trichinopoly and Burma are well known here, and some of the goods in use are also imported, largely from the Dutch Islands. Havanas are not common, and no American cigars have been seen here, although they may be sold up-country. Cigarettes come from Greece, Egypt, Great Britain, and the Levant. Cheap cigarettes are made here.

Certain classes of hall-marked silver smokers' articles are popular here. Cigarette cases must hold only a single row of cigarettes, as the double row is not adapted for common use. Men wear waistcoats only a few months in the year, and the habit of having a pocket in the shirt is not common. Sun glasses, worn by everybody, take up considerable space, so that the cigarette case has to be modest in its demands.

Native-made silver cigarette cases are fairly common. They are made by hand, and usually have a pattern known as Cutch work, so named because of its origin near the Ran of Cutch, the swampy inlet from the sea about halfway between Karachi and Bombay. Cutch work is chiseled. The usual patterns are marigold flowers and in some cases animal figures somewhat in the Persian style. Recently the classical Cutch silver is said to have changed in the character of its output through the introduction of foreign designs.

Imported cigar cases also are sold here. They are single-row cases, but rather thick. Some gold cases, however, are thinner and plainer than the ordinary types. Cigar lighters are much in demand, as among Europeans here it is customary at the end of dinner to have the native servants pass cigars, cigarettes, and the cigar lighter. One type of lighter has combined with it a tray.

Match boxes are not commonly carried. Safety matches are used in the original box. There is, however, a small sale for silver match boxes to carry wax vestas. Cigar holders are almost never used. Cigarette holders are more in use, but are not common.

Among the natives the wealthier classes sometimes use European smokers' articles, while the lower classes prefer their own native-made pipes and cigarettes.

[Illustrations and descriptions of hall-marked silver smokers' articles, showing the types in demand at Karachi, may be inspected at the Bureau of Foreign and Domestic Commerce or its district offices. Lists of dealers in such goods and of banks for reference purposes in Karachi may also be obtained from the same office. Refer to file No. 72104. The several types are: Nos. 1 and 2, cigarette cases, in four sizes each; Nos. 3 and 4, cigar cases; No. 5, combined silver lighter and tray; No. 6, lighter without tray; No. 7, silver match box for wax vestas. The subject of smokers' supplies is also presented in the Handbook of India, issued by the Bureau of Foreign and Domestic Commerce. It may be obtained at $1 per copy from the Superintendent of Documents, Government Printing Office, Washington, D. C., or from the district offices of the Bureau.]

William Quanjer, of Kruse, Quanjer & Company, New York, announces that he will sail February 26th for Holland, to attend the Spring Inscriptions. The company is now located in its new offices, at 135 Front Street. Attractive as they are, their appearance on opening day was further enhanced by vari-colored flowers.

Trade Jottings

It is rumored that the United Cigar Stores Company will open a store shortly at Davenport, Ia.

Daniel McDonnell has taken over the cigar and tobacco business of O. T. Benson, at Second Street and Sherman Avenue, Coeur D'Alene, O.

John T. Rawlins, in charge of the cigar stand in the Equitable Building, Boston, Mass., reports good sales on the "La Sinceridad" cigars of Berriman Brothers.

A portion of the Wrightsville, Pa., town hall has been leased by the I. Lewis Cigar Manufacturing Company, of Newark, N. J., for the purpose of starting a branch cigar factory.

A novelty package, consisting of an oval tin box, containing fifty "Gato" cigars of the size known as "Cabinet", are being put on the market by the E. H. Gato Cigar Company, Key West, Fla.

So successful has been Otto Hoelzer in the conduct of the Little Spitzer Cigar Store, Huron Street and Jefferson Avenue, Toledo, O., that it is planned to open another cigar stand shortly in the Berlin Block, at Jackson and St. Clair streets.

Having finished a month's campaign in Colorado on the well-known "First Consul" cigars, manufactured by P. Pohalski & Company, New York, Thomas Q. Atkins left there recently for a trip to the Coast accompanied by E. R. Lincoln, of the company.

"Henry Irving", "De Luxe", "Talma", "Darby & Joan" and "Baron DeKalb" are among some of the fine line of goods from Merriam Segars, Incorporated, carried by the Dolan Cigar Shop, corner Washington and Dearborn streets, Chicago, Ill.

For the purpose of dealing in and manufacturing tobacco, and for buying and selling property, The J. F. Lockner Cigar Company, Rochester, N. Y., was recently incorporated with a capital stock of $25,000. The directors are Julius F. Lockner, Howard G. Reitzel and others.

"El Trendo", a five-cent proposition manufactured by Sig. C. Mayer & Company, of Philadelphia, Pa., has been taken for distribution by the cigar department of C. T. Cheek & Sons, Nashville, Tenn. Charles R. Goodrun and Bob Phillips are in charge of the department.

Following fourteen years' identification with the wholesale grocery firm of McAllister & Mann, Louisville, Ky., W. B. Mann has severed his connection with that firm, and allied himself with William Kohlhepp & Company, manufacturers of "Endwell", "El Nemo" and "Wikoe" cigars.

In addition to the announcement that their business for 1915 disclosed a net gain of 56 per cent. over that of 1914, Payette & Walsh, Detroit, Mich., inform the trade that no new brands will be featured during 1916, but that their attention will be directed towards featuring the "Tom Keene", "R. B.", "Harvester" and the "Watt" cigars.

The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, February 8, 1916.

OUR market has undergone a big change, during the last fortnight in January, as the tobacco syndicate, as usual, gave the impetus in purchasing heavily, and the other buyers followed the leader. The disconsolate reports from the Vuelta Abajo, owing to the continued drought, may have been responsible for the heavy buying of the Cuban Land and Leaf Tobacco Company, and which concern does all the purchasing of the raw material for the Henry Clay and Bock & Company, Limited, as well as for the number of cigar factories, controlled by the American Cigar Company, of New York. Also the cigarette factories of the sydicate here are receiving their supplies of leaf, through the Cuban Land and Leaf Tobacco Company, therefore it can be easily understood what a power the latter company is in our leaf market.

American manufacturers and leaf dealers have not been slow, during the last two weeks, to grasp the true situation, and have secured large quantities of leaf for the needs of their factories, as well as for the protection of the customers of the leaf dealers. Our local manufacturers of cigars and cigarettes have likewise not failed to step into the market, in order to increase the holdings of their leaf stocks. The exporters to Europe have also operated quite extensively, notwithstanding all the drawbacks, on account of high freights, war risk insurance, and the very low rates of exchange. Evidently Europe still needs our leaf, and as the suitable kinds of Remedios are getting scarcer from day to day, it has been satisfied to some extent with the Oriente leaf instead.

Prices have sharply advanced for certain styles, and the tendency is still upward for all grades of tobacco, as there is no longer any doubt of another short crop this year in the Vuelta Abajo and Partido districts, while possibly Remedios might still be benefited if some good rainfalls should occur this month.

Of Vuelta Abajo we shall have only a very small part of good leaf from the early planted fields, while the balance will consist of leaf grown artificially in the large plantations through irrigation. How this tobacco will finally turn out is a question for the future to decide, although the prevailing opinion is that irrigation in the Vuelta Abajo is not, as a rule, of good results as it destroys the aroma.

Irrigation in the Partido region has given better results in producing wrappers, therefore the large plantations will have a good class of tobacco, but the smaller vegueros, without irrigation, will suffer severely in having no crop at all, or only a heavy class of fillers, which may take a long time to cure. We paid a visit to this section lately, and saw some good leaf, notably among the large plantations was "La Lechuga," near Hoyo Colorado, owned by Don Avelino Pazos, and who has excellent wrappers, raised under cheesecloth, and with a perfect system of irrigation. Besides having set out his seedlings early, he has cut already the bulk of his crop, and the same is of good size, no worm-eaten leaves, clean and drying off with light colors and burning perfectly.

Remedios is very backward, owing to the drought, but as it has rained during the last few days in several sections, there is some hope of harvesting eventually a medium-sized crop in quantity.

Sales during the past fortnight totaled 27,803 bales, which consisted of: Vuelta Abajo and Semi-Vuelta, 16,396 bales; Partido, 815; Remedios, 7845, and Oriente, 2747 bales.

Buyers were: Americans, 16,455; exporters to Europe, 4801; shippers to South America, 441, and our local manufacturers of cigars and cigarettes, 6116 bales.

Receipts of Leaf Tobacco From the Country

For 2 weeks ending Jan. 28, 1916.		Since Jan. 1, 1916.	
Vuelta Abajo	1737 bales	2773 bales	
Semi-Vuelta	212 "	270 "	
Partido	254 "	259 "	
Remedios	1813 "	3810 "	
Oriente	1390 "	1557 "	
Total	5406 "	Total 8669 "	

Exports of leaf tobacco from the port of Havana from January 18th to January 29, 1916, totaled 16,531 bales, which were distributed to the following countries, viz.: To all ports of the United States, 9291; to the Netherlands, 3420; to Spain, 1207; to England, 186; to Denmark, 558; to Portugal, 400; to France, 148; to Canada, 800; to the Argentine Republic, 264, and to Uruguay, 257 bales.

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Benito Rovira, of Benito Rovira Company; Jose M. Diaz, president of the Preferred Havana Tobacco Company; S. M. Wallach, of G. Falk & Brother; Henry Bernheim, of J. Bernheim & Son; Lewis Cantor, of Lewis Cantor; Sidney Goldberg, president of Simon Batt & Company, and Morton Morris, of S. Ruppin, Inc.

From Tampa: Francisco Arango, of Arango, Villazon & Company; Francisco R. Diaz, of V. Guerra, Diaz & Company; Celestino Corral, of Corral, Wodiska & Company; Manuel Garcia, of Perfecto Garcia & Brother; Edgar J. Stachelberg, of José Lovera Company; and Celestino Vega, of Celestino Vega & Company.

From Chicago: O. P. Wolff, of the A. Hussey Leaf Tobacco Company.

From Philadelphia: Ventura Blanco, of Ventura Blanco.

From Cincinnati; H. Krauss, of H. Krauss.

Arrivals of Cigar Importers and Representatives of Local Factories

From Boston: J. E. A. Blaise and Parkman Pierce, of S. S. Pierce Company.

From Cincinnati: Henry Straus, of Henry Straus.

From St. Louis: H. Lowenhaupt, of Moss & Lowenhaupt.

From New York: Herman Stearn, of The Stearn Company; Robert E. Lane, representative for the United States and Canada of the renowned Partagas factory, and Francis Taylor, Jr., representative for the United States and Canada of the El Rey del Mundo factory.

Returned: Walter C. Sutter and Quinto Fernandez, of Walter Sutter & Company.

Departures—To New York: Julius Klorfein, Max Herzog, Joseph Mendelsohn, Ernst Ellinger.

To Tampa: Manuel Garcia, Francisco R. Diaz.

To Chicago: O. P. Wolff, N. Raphael and Frank Sierra.

To London, England: Arthur Morris.

Cigars

The month of January shows a further gratifying improvement in our cigar factories, and if the same should continue thus throughout the year, we ought to hear less complaints on the part of the manufacturers, although the shortness and possibly poor quality of the coming Vuelta Abajo crop might play havoc with the smaller factories, which could not afford to carry large stocks of leaf like the big ones.

The statistics of the month of January as regards the exports of our cigars from the port of Havana and as per our custom house returns are as follows, viz.:

Exports from January 1, 1916, to January 31, 1916	10,915,979 cigars
Exports from January 1, 1915, to January 31, 1915	5,219,286 "
Increase during the month of January, 1916	5,696,693 "

Increases by countries above 20,000 cigars were, as compared with 1915:

Great Britain	2,986,272 cigars
Denmark	1,248,990 "
United States	835,200 "
Spain	318,950 "
Argentine Republic	195,952 "
Chile	185,512 "
Australia	153,214 "
Portugal	55,738 "
Spanish Africa	48,160 "
Egypt	21,500 "
Total	6,049,488 "

Decreases by countries in January, 1916, as compared with the same period of 1915:

France	147,200 cigars
Italy	104,500 "
Canada	101,050 "
Bermuda	25,770 "
Uruguay	23,975 "
Total	402,495 "

Romeo y Julieta purchased 2200 bales of choice vegas of the 1914 crop of Vuelta Abajo, during the last fortnight, and Don Pepin said to us, that now he had enough good leaf on hand to work for the next eighteen months to come, and turn out the same fine quality of cigars, with which their customers had declared their entire satisfaction. Nevertheless we have heard, that the factory holds a good many options on the temprano part of this year's crop, and which would be an additional guarantee to the smokers of Romeo y Julieta cigars. The factory continues to receive good orders right along.

Partagas is working with all forces, the same as before the holidays, as orders are arriving freely from all parts of the globe. Robert E. Lane is still here, although he may leave at any moment.

Por Larranaga is doing an excellent trade with all the principal consuming countries, and has received some rush orders for high-priced sizes from the United Kingdom, as well as from the States. Don Eustaguio is using all available space in the two factories to seat more cigarmakers.

H. Upmann is also very busy executing orders for Great Britain, United States, South America and Canada.

Sol and Devesa de Murias are constantly seating more cigarmakers, as good orders are coming forward in fair-sized volume.

The other factories are all working, although partly with less forces, as their strongholds have not commenced to order as freely yet.

Leaf Tobacco

The principal sellers were: Sierra y Martinez, 3213 bales; Diaz Hermanos & Company, 1600; Gonzalez Hermanos & Company, 1233; Candido Clandido Obeso, 1387; Perez, Capin & Company, 1200; Selgas & Company, 1207; Celestino Medio, 1193; Soto & Company, 1190; Suarez Hermanos, 1153; Herrera, Calmet & Company, 1150; Camejo & La Paz, 850; Muniz Hermanos, 837; Jose C. Puento & Company, 757; Aixala & Company, 705; Perez Hnos, 515; M. Abella & Company, 503; Jose Menendez, 1007; Manuel A. Suarez & Company, 395; Jose F. Rocha, 301, and others of a lesser number of bales.

The principal buyers were: The Cuban Land and Leaf Tobacco Company, 8000 bales; Felix Eckerson & Company, 1800; Leslie Pantin, 1500; The Spanish Regie, 1207; Herman Diehl, 1147; Carlos Arnoldson & Company, 1019; Calixto Lopez & Company, 1000; Mark A. Pollack, 1000; F. Falk & Brother, 1000; Manuel A. Suarez, 850; Adolfo Moeller, 580; E. H. Gato Cigar Company, 400; The Portuguese Regie, 400; Walter Sutter & Company, 395; The French Regie, 348; Por Larranaga, 300, and others of a smaller amount of bales.

Joseph Mendelsohn, of Mendelsohn, Bornemann & Company, of New York, made considerable purchases of fine Vuelta Abajo vegas, and left for his home again, well satisfied with his stay here.

The firm of Basarrate & Higuera sold the balance of its stocks, and is closing its leaf warehouse of 123 Prado Street.

Shippers of 200 bales of leaf tobacco, and above this quantity, from the port of Havana, for the two weeks ending January 31st were:

Virgilio Suarez, 1874; Leslie Pantin, 1555; Ernst Ellinger & Company, 1245; Sobrinos de A. Gonzalez, 1225; Hermann Diehl, 1147; Carlos Arnoldson & Company, 1019; Manuel Suarez, 817; Cuban Land and Leaf Tobacco Company, 775; Adolfo Moeller, 580; G. Arrostegui, 449; Walter Sutter & Company, 552; J. Bernheim & Son, 320; Menendez & Company, 320; Vicente Barba, 320; H. Upmann & Company, 289; W. H. Smith, 246; Hijos de Diego Montero, 216; Manuel Perez, 200.

Oretaniv.

New Orleans

Liggett & Myers Conducting Campaign on "King Bee" Brand—Perique Growers in Louisiana Form Organization—Reguera & Berengher Report Steady Demand for "Nena" Cigars

New Orleans, La., February 11, 1916.

FREQUENT repeat orders on any number of brands with factories working full time to supply the demand, and a host of conventions making business pretty lively for the retailers, are the features of mid-February in New Orleans. One large local firm reports that a shipment approximating 50,000 cigars of three separate brands is held up owing to their inability to get the cigars from the factory. On the whole, the jobbers say 1915 was a better year than 1914. Similar expressions come from the manufacturers.

Following a visit last week of W. T. Hix, representing the Cien Porciento Company, of New York, Frank Paul announces that his firm, H. Tom Cottam & Company, has taken the New Orleans agency for "Centrosas".

Among the recent visitors were Mr. Caro, representing "Optimos", in the new broad leaf wrappers; and Henry Kaftan, of the West Indies Cigar Company.

Miss Ray Probette, recently connected with the St. Charles Hotel stand, has left that establishment, and will branch out very shortly for herself.

The Southern Cigar Company, long-established Camp Street tobacco dealers, have purchased the Press Cigar Company, at Camp Street and Commercial Place.

J. H. Epperson has been named Mississippi representative of H. Tom Cottam & Company.

Jobbers in January were forced to order a good deal of their shipments by rail, owing to the water congestion up East, but report that the traffic situation has eased up somewhat, and that they are able to get their goods through via the regular water schedule.

Wunderlich & DeGruy, well-known druggists, have purchased the store of G. G. d'Autrey, 5500 Brytania Street, and are installing an attractive cigar and cigarette line.

There has been a local shortage on "Owl" cigars. The shortage has been only temporarily, however, and spasmodic.

Teddy Lyons, genial manager of the cigar department of I. L. Lyons & Company, has returned from a trip to Havana and other spots on the island. Mrs. Lyons, who until a few weeks ago was Miss Yvonne Labatt, of New Orleans, was with him. The honeymooners have been showered with good wishes.

A recent fire damaged the cigar factory of Angelo Danna, 538 South Philip Street, to the extent of $3000. The loss was covered by insurance.

The recent death of John F. Salisbury, a department manager of Liggett & Myers' New Orleans headquarters, shocked the trade. Mr. Salisbury was fifty years of age, and prominent in fraternal as well as tobacco circles. Heart failure was the cause of his death.

The American Tobacco Company, which is conducting a smashing advertising campaign in this territory on their "Tuxedo" tobacco, shows that sales on this product recently have broken all records. A regular mushroom increase is shown in sales from July, 1915, to November, 1915, the figures being as follows: July increase, 13.5 per cent.; August, 34.3 per cent.; September, 68.9 per cent.; October, 106.9 per cent.; November, 145.9 per cent.

Exportations of tobacco through the Port of New Orleans for December were 8,821,802 pounds, valued at $991,486.

Teddy Lyons, manager of I. L. Lyons' cigar department, reports exceptionally brisk sales on "Dulce" and "Charles Denby", so much so, that he was forced to use the telegraph recently in ordering a shipment.

Liggett & Myers, at New Orleans, are conducting a heavy advertising campaign on "King Bee" tobacco. They are gradually extending their sales territory, and at the same time are advertising New Orleans' claims as a manufacturing centre. "King Bee" is one of the oldest brands of long cut tobacco on the market, and has enjoyed a continued successful run for more than fifty years.

The American Tobacco Company succeeded in having the suit for $40,000 damages filed against it by the Peoples' Tobacco Company dismissed in the Federal Court several weeks ago when Judge Foster upheld the exceptions of the defendant that service of the suit was improper. The defendant insisted that it was not doing business in Louisiana at the time the suit was filed, and that the trial could not be held in New Orleans. Plaintiffs in the suit had claimed that they were damaged through the American Tobacco Company throttling their business by violating the Sherman Anti-Trust Law.

Perique growers of Louisiana recently banded together at Paulina, La., and organized in that city The Perique Tobacco Growers and Truckers' Association. The purposes of the organization as set forth in the charter are to raise the standard of cultivation of perique, and place upon the market a better and more uniform grade of the commodity. Offices of the Association are to be in Lutcher, La. Louis Roussel, who recently paid a visit to San Francisco, and succeeded in successfully introducing perique to the Coast, was elected president, while he and the following will constitute the board of managers: Agricole Poche, Leopold Martin, Edgard Melancon and Armand Roussel.

Henry Keith, tobacconist, of Tchoupitoulas and Canal Streets, has taken on the New Orleans agency for "La Megas", which was heretofore distributed by W. B. Moore.

Mr. William Jackson, of P. Lorillard Company, New York City, was seen along the row discussing business conditions in an optimistic vein.

X. J. LeBlanc has taken over the long-established cafe at 437 St. Charles Street, and has completely refitted it and installed latest brands of cigars and tobacco.

Enrique Pendas, manager of the Havana-American factory at Tampa, was one of the first February visitors here, and shortly following him came another Havana-American man, R. S. Foss, division manager for Louisiana, Mississippi and Tennessee.

O. E. Baxter, former manager of the St. Charles Hotel cigar stand, now is connected with the Grunewald Hotel, while the St. Charles is in charge of W. B. Moore, an experienced tobacco man, and factory representative of "La Megas".

The Nena factory in the 200 block in Canal Street is progressing. According to the report gathered in mid-February from Messrs. Reguera and Berengher, more makers have been added to the staff, and still the stocks are being depleted. "Nenas" now are being manufactured in perfecto form. This followed a request from a jobber in California, who declared that his clients liked the cigar, but preferred a perfecto shape. Reguera and Berengher say that nineteen-fifteen was a good year, although December business was poor, while January and part of February were rush periods indeed.

A. J. B.

"Palmy Days" Smoking Tobacco Featured in Utica Window

This attractive display of "Palmy Days" smoking tobacco recently appeared in a window of the Dearstyne Brothers Tobacco Company, Utica, N. Y The brand is manufactured by L. Warnick Brown & Company, of Utica.

McHie-Scotten to Discontinue Use of Coupons

The McHie-Scotten Tobacco Company, of Detroit, Mich., widely known manufacturers of scrap, plug and smoking tobaccos, announce the inauguration of a policy which will mark the discontinuance of coupons. The firm states that they intend to use other methods of featuring their products, and that the money formerly invested in coupons will be given to the consumer in the quality and quantity of their brands of tobaccos.

Owing to conditions arising from the European war, they dispensed with salesmen and discontinued advertising, giving their attention to keeping up their organization and taking care of mail order business on brands they were specializing, and on which an exceptional foundation has been laid.

At a recent meeting the following officers were elected for the ensuing year: George E. McHie, president and general manager; Mr. D. C. Rexford, secretary and treasurer.

George E. McHie has been in the tobacco business for the past thirty-two years, and has a wide acquaintance from coast to coast.

Death of Mrs. Henry M. Duys

The many friends of Henry M. Duys, of the firm of H. Duys & Company, the Sumatra tobacco importers, were shocked to learn of the death of his wife, Mrs. Adele Ogden Duys, at her home, 3 Seneca Place, Montclair, N. J., on the 9th instant, in the twenty-eighth year of her age.

The funeral services took place on Friday, February 11th, at St. James Church, in Montclair, N. J., and were largely attended.

"Lord" Cigar a Newcomer in Philadelphia Trade

The "Lord" cigar has been placed on the market in this city by the Henry Cigar Company, 316 Market Street, Philadelphia, Pa., with a new and unique profit-sharing arrangement for the storekeeper. From the way in which the smokers are taking to the "Lord" cigar it promises to be a big success. The company will soon be in a position to place conclusive distribution in other cities.

Julius H. Mahler Becomes a Vice-President of A. T. Co.

Julius H. Mahler, for fourteen years head salesman in North Carolina for the American Tobacco Company, has been appointed its vice-president and buyer, with headquarters in New York City. He succeeds T. B. Yuille, of New York, who has been vice-president for four years. Mr. Mahler takes hold March 1. His salary will be $25,000 yearly. He has been in the tobacco business twenty-two years.

"Poncico" New Finley Acker Brand

The cigar departments of Finley Acker Company, are meeting with unusual success in the distribution of their new brand, "Poncico", which sells for $5 the hundred. This cigar is the product of the same factory as that which manufactures the private brand known as "La Commenda", and another new size known as "Puritanos Especials" has been added to this Havana cigar, which is enjoying continued popularity.

Frank Rowland, who represents Lopez, Hermanos & Company, was in Philadelphia last week, and closed some attractive business for the firm.

San Francisco

Coast Trade Depressed by Severe Storms—Edward Wolf Now a Factory Representative—Boltz, Clymer & Company to Discontinue Branch in 'Frisco

San Francisco, February 5, 1916.

AS far as San Francisco and the greater portion of California are concerned, the past few days have shown a considerable improvement in the matter of weather as compared with the almost unbroken succession of storms in January. The sunshine has brought out the smokers, and retail business has shown a welcome revival. In the northern end of the coast the situation has not been so favorable, advices from Portland and Seattle showing that the unprecedented snowstorms of the last few days have had a very depressing effect on business.

Traveling men have now been out for the better part of a month; but the bad weather has prevented them from accomplishing as much as general conditions justified them in expecting. The heavy rains and the abundant supplies of snow in the mountains, however, make the outlook for good times in the country very promising; and a busy, though somewhat delayed, spring is anticipated.

There has been a good deal of shaping-up and getting ready going on here since the first of the year. Some houses have been increasing their selling forces, some factory representatives are busy helping out local distributors; and some personal changes are reported.

Edward Wolf, who closed out his wholesale business several months ago and who is now acting as factory representative for two of his old lines, has taken permanent offices in a portion of the old quarters at Front and California Streets. He will represent the factories of Arguelles, Lopez & Brother, and H. Anton Bock & Company, with both of which lines he has been associated for many years. He will have all the territory from Denver west.

The greater portion of the old Edward Wolf Company quarters will be retained by the La Prueba Cigar Factory, of Manila, which will control the United States distribution of the "La Prueba" Manila cigar, formerly handled by the Edward Wolf Company. The business will be managed by Kurt Hosaeus, vice-president of the Manila house and Solly Siebenhauer, who has been connected with the wholesale cigar business in this city for many years, in fact, longer than any other man now actively in the trade. Mr. Hosaeus will leave in a few days for New York.

T. J. Murphy, a well-known cigar dealer of Los Angeles, Cal., has been in San Francisco this week visiting the trade.

Jules Willard, who recently succeeded to the wholesale cigar business of Willard Brothers on Battery Street, lost in the neighborhood of one thousand cigars by burglary a few days ago. The burglar, or one of the burglars, fell through the skylight while breaking into the store; and from the amount of blood found, it is evident that the intruder was badly hurt. A considerable quantity of cigars were taken nevertheless, the escape being made through a rear door.

R. F. Stone, traveling representative of W. K. Gresh & Son, is in San Francisco, making his headquarters with the William Cluff Company, distributors for the Gresh lines. Mr. Stone will do some work on the "Sight Draft" brand before leaving for other fields.

The anti-gambling spirit is still spreading in California. This week all the cigar dealers of Redding, in the northern part of the state, were notified to remove all punchboards and other devices in which chance played a part. The dealers obeyed without protest.

Still another evidence of the popularity of shade-grown cigars in this territory was revealed a few days ago when Major Burrows, a manufacturers' representative in the Hansford Block, announced that he would very soon add the "Mozart" shade-grown cigar to his line, which, already includes the "Lovera" clear Havana and the "Bandero" nickel brand. Major Burrows believes that the new line will give him a very complete assortment to please all tastes.

E. G. Waidler & Company have succeeded to the retail cigar business of C. E. Schroff, at Anaheim, Cal.

L. A. Sawyer, of the San Francisco branch of the Las Dos Naciones Cigar Company, reports that notwithstanding the rains the outlook in most parts of the California territory is very good. The rains have put the agricultural counties in fine shape; and the damage from floods, while severe in individual cases, is not very widespread.

There has lately been quite an exodus of traveling men from this city for the north, in spite of the bad weather reports from both Oregon and Washington. The truth seems to be that immediately after the first of the year everybody held off with the idea of letting the other fellow make the first experiment as to the effects of prohibition on the cigar selling game. Then the reports came out that the north was still doing business on about the old scale; and everybody made a rush to get to his trade before some one else grabbed all the orders. Among others now in the north are H. H. Manley, Pacific Coast representative of the American Cigar Company; E. C. Hull, Western representative of the United Cigar Manufacturers' Company; C. E. Pitts, head of the cigarette department of the John Bollman Company, of this city; and Horace Gladstone, special ambassador for the "Roi Tan".

The San Francisco branch of Boltz, Clymer & Company, is soon to be closed out, after having been a part of San Francisco's business life for many years.

After being systematically robbed for several months, Carlin & Neimeyer, prominent cigar dealers of Marysville, Cal., succeeded in catching the alleged thief with stolen goods in his possession and in obtaining a confession from him.

Louis Erdt, who has been putting in the first weeks of the year placing the "Milo, Yellow Label" with good effect, is now leaving for the south, for a visit with his trade in Los Angeles, San Diego and other Southern California cities.

A. B. Crail has bought out the cigar-stand in the lobby of the Marsh-Strong Building, at Los Angeles, from Ira H. Stubbs, the former proprietor.

E. B. Higgins has succeeded to the cigar business of T. W. Clelland, at 647 Broadway, San Diego, Cal.

Emil Judell, who left for Nevada mining camps a few days ago with the lines of H. L. Judell & Company, of this city, reports finding lots of snow and a good business everywhere.

Allen.

Globe Tobacco Company Has Successful Year

Stockholders of the Globe Tobacco Company, of Detroit, Mich., at their annual meeting, received reports indicating a satisfactory growth in business during 1915. Directors elected are Walter R. Hamper, Louis F. Dillmann and Charles M. Hamper. The directors elected officers as follows: President and general manager, Walter R. Hamper; vice-president, Louis F. Dillmann; secretary and treasurer, Charles M. Hamper.

RETAIL KINKLES

Catchy Schemes Used Successfully By Thinking Men To Improve, Enlarge and Popularize Their Business . . .

We believe that a business college is usually not an extensive trade builder for many cigar and tobacco merchants, but there is one dealer who not only increased his sales and profits, but secured the good-will of an entire community through the offer of a premium to students in a business college.

Dictionaries for Coupons

Knowing that a dictionary of convenient size is a mighty useful article, this dealer secured a list of all the students and sent to their address form letters, in which was set forth the offer of a dictionary, for the return of a given number of coupons representing goods purchased at his store. For cigars and cigarettes bought in quantities, for smoking tobacco in half-pound jars or more, and for pipes costing one dollar or more, extra coupons were given in order to obtain the dictionary sooner.

For those who desired the book at once, a part cash and part coupon plan was adopted, with a cash value for a coupon clipped from the form letter which was mailed to the address of the student.

* * *

Getting Trade With Hat Brushes

It is the observing man, and one who turns the facts thus obtained to account, who gathers in the shekels. One cigar and tobacco dealer, whose customers were largely recruited from men who spent at least some portion of the day out of doors, noticed that in almost every instance, that the hats worn by his customers were in more or less need of a brushing.

This knowledge suggested that many of these men would enjoy the use of a hat brush, and a quantity of these articles were purchased and placed on display along with the regular window decoration, together with cards announcing that these would be given free to each customer who purchased a given quantity of cigars which were manufactured under the dealer's private label.

Further information was given that each customer might have a hook in the rear of the store with his name over it, and come in and use the brush whenever occasion or opportunity suited.

* * *

Pencils as Premiums

To estimate the value of advertising in a certain daily newspaper, one retail cigar and tobacco dealer announced through its columns that for every coupon returned, which formed a part of the advertisement, he would present a lead pencil with each cigar or package of cigarettes purchased on three days of the week.

The days chosen were known to be the usually dull period, and this small-priced premium was given in an effort to secure new business and learn how many sales could be influenced by this method.

The pencil bore the cigar dealer's name and address, and this campaign was followed by the giving of a clip by which the pencil would be kept securely in the pocket.

The results led to the introduction of premiums by this tobacconist.

Every cigar and tobacco merchant who is now, or who plans the offering of premiums for the return of sales slips or coupons, should study closely the environment of those to whom his appeal for support is made.

Know Your Trade

This fact was considered by the dealer who catered almost exclusively to customers who were in moderate circumstances, and whose families in almost all cases performed all the work in keeping up the home.

To a clientele such as this dealer enjoyed, the offer of an ironing board cover which was held in place with patented fasteners, was acceptable and brought increased business and profit from a premium that would have fallen far short of its object if offered in a community where maids and footmen were the rule.

* * *

Sweater Premium Helps Sales

To a city-bred clerk, the purchases of some suburban smokers would prove a revelation, for it is not uncommon for residents of rural districts to purchase their chewing and smoking tobacco by the pound or even larger quantities, especially during the fall and winter months, when a trip to the nearest smokery may be made only under difficulty.

One dealer who was favored with a fair share of this kind of trade conceived the idea of extending his business and sent out form letters announcing that if a certain amount of goods were purchased prior to the Christmas holidays, a sweater would be given for the return of the cash register sales slips.

In conjunction with the sweater, a pair of gloves was also offered for the return of sales slips.

In balancing his accounts for the month of December, a greater profit had accrued than for any other period covering the closing month of the year, since being engaged in business. A line of popular and medium priced pipes doubtless helped some.

* * *

The Loose-Leaf Note Book

The next time you are in a crowd of men, sit down to a banquet or attend a convention, notice how many of them carry a note book of convenient pocket size. This fact in possession of a retail cigar dealer, led him to offer a loose-leaf memorandum book of standard size, as a premium for all purchases amounting to a given amount if made within a period of seven days.

The book was bound with soft imitation leather, and as rapidly as the sheets were discarded, new ones could be purchased at any stationery store to take their place.

There were no advertisements in or about the book with the exception of the inside back cover, which contained a price list showing the range in prices for domestic, Key West, Tampa and Havana cigars from the well-known factories.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

LANCASTER STOGIE COMPANY,
MANUFACTURERS OF HIGH GRADE STOGIES,
120 Water St., Lancaster, Pa.

For Sale.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

HUMIDORS—Two for sale very cheap. Capacity 15,000 to 25,000. Benrosa Cigar Company, 220 West Forty-second Street, New York City.

Help Wanted.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

Situation Wanted.

POSITION WANTED—By first-class manufacturer. Thoroughly understands all branches of manufacturing, including hand and suction work. Best references. Box 107, care of "Tobacco World."

Cigarettes for Allies to Be Made in Richmond

With the complete installation of machinery, which is now in progress, the Richmond (Va.) stemmery of the Export Leaf Tobacco Company, a branch of the British-American Tobacco Company, will employ between 600 and 700 hands for the manufacture of cigarettes, the greater part of which will go to the battlefields of Europe. The force will be principally girls. All of the machinery has practically been assembled in the plant at Lombardy and Broad Streets, Richmond, and part of it has been set up and about 200 girls are now employed, turning out approximately a carload of cigarettes daily.

The full force will be put to work just as soon as the machinery is set in place. The contracts already received by the company guarantee work for a full force almost indefinitely, it was stated. It is anticipated that the force will be divided into two shifts, working day and night to fill the orders. For the convenience of these workers the company applied to the Administrative Board a few days ago for additional street lighting in the vicinity of the plant.

The cigarettes being made are especially for Europeans, although closely resembling in flavor a well-known domestic make. They are not supposed to be sold or given away in the United States. An innovation in their manufacture is the absence of glue at the joint, the cigarettes being crimped as they pass from the machine.

Ad Man Cigar Company Formed

Organization of the Ad Man Cigar Company, of Toledo, O., has been completed and officers elected. This company has been formed by members of the Toledo Ad Club.

E. A. Machen was elected president; E. E. Troxell, vice-president and director of publicity; Irving Goldman, vice-president and sales manager; Maurice Elgutter, secretary; John Schlachter, treasurer; Harry Gail, assistant treasurer in charge of financing; Charles F. Dowd, advertising manager.

A committee was appointed to prepare a constitution and by-laws. It will report at the next meeting of the Ad Club. Question to be settled at that time is whether the new cigar to be exploited and marketed by the Ad Man Cigar Company shall be sold for five or ten cents.

Wants Jobbers to Write for Samples

Confident that the quality of the cigar will sell, Samuel Baer & Brother, of New York, who are sole agents in the United States for the "Ambato" Porto Rican cigar, instead of visiting the trade throughout the country, are exending an invitation to jobbers to write to them for samples of the "Ambato" brand.

Mr. Baer states that the factory is producing 75,000 "Ambato" cigars a week and that this, he hopes, will be sufficient to meet the demand for samples. Step right up, gentlemen, and try one!

Incidentally this cigar is a five-cent proposition and according to those who can distinguish between good cigars and the other kind, the "Ambato" brand is sure to be a winner.

All the kind things that can be said about a cigar that is made of Porto Rico tobaccos "through and through," can be said of the "Ambato" brand. It burns well, has a pleasant taste, a delightful aroma, and is an all-around "peach" of a nickel cigar.

Jobbers looking for something good that will sell should write Baer & Brother, without delay. The firm is located at 203 West Broadway, New York City.

Whip
Ready Rolled Tobacco
A "WHIP" WINDOW DISPLAY
will bring pipe smokers into your store in numbers. And once they have tried WHIP, they will be your customers for good.
Try it and watch your sales jump.
5c tins, 10c tins, and handsome one-lb. humidors.
PATTERSON TOBACCO CO., Inc.
RICHMOND, VA.
Makers also of "Queed" in the big 10c tins
WHIP
FOR PIPE SMOKING

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.

REGISTRATIONS.

TALLY:—31,313. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 26, 1916. John H. Swisher & Son, Newark, O.

FLORA MAY CARROLL:—31,314. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 26, 1916. M. K. Carroll, Appleton, Wis.

CAYO DE ESPANA:—31,315. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 26, 1916. Pasbach-Voice Litho Co., Inc., New York, N. Y.

AL RINGLING:—31,316. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 29, 1916. Pasbach-Voice Litho Co., Inc., New York, N. Y.

STANWELL:—31,317. For cigars. January 29, 1916. Petre, Schmidt & Bergman, Philadelphia, Pa.

HAVANA FERRY:—31,318. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 29, 1916. Pasbach-Voice Litho Co., Inc., New York, N. Y.

1630:—31,319. For cigars. January 29, 1916. Anthony J. Krebs, Boston, Mass.

1620:—31,320. For cigars. January 29, 1916. Anthony J. Krebs, Boston, Mass.

S. F. D.:—31,321. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. January 29, 1916. Albert Bolles, Springfield, Mass.

USIA:—31,322. For cigars. February 1, 1916. Greenwood & Co., Savannah, Ga.

DARK SIX (6):—31,323. For cigars. February 2, 1916. Brown & Bartlett, Flint, Mich.

HAVANA KNISH:—31,324. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 2, 1916. Pasbach-Voice Litho Co., Inc., New York, N. Y.

ED. R. DEEM:—31,325. For cigars. February 2, 1916. J. M. Yerger, Reading, Pa.

NIK SIR B:—31,326. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 2, 1916. The Duquesne Cigar Co., Pittsburgh, Pa.

GOWELL:—31,327. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 3, 1916. Zinate Cigar Co., Tampa, Fla.

DIVISION:—31,328. For cigars and tobacco. February 3, 1916. Bowen & Miller, Philadelphia, Pa.

ESPANTOSO:—31,329. For cigars. February 3, 1916. Gans Brothers, New York, N. Y.

GEN. I. S. CATLIN:—31,330. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 4, 1916. Pasbach-Voice Litho Co., Inc., New York, N. Y.

EL AVALIO:—31,331. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 4, 1916. Pasbach-Voice Litho Co., Inc., New York, N. Y.

F. M. TRACY:—31,332. For cigars. February 8, 1916. L. B. Wilson, Covington, Ky.

QUAKER GIRL, HAND MADE:—31,333. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 9, 1916. S. R. Moss Cigar Co., Lancaster, Pa.

CADLUB:—31,334. For cigars. February 10, 1916. Commercial Cigar Co., Newark, O.

DONA LU-LU:—31,335. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 10, 1916. Pasbach-Voice Litho Co., Inc., New York, N. Y.

NO-BODY-HOME:—31,336. For cigars, cigarettes and tobacco. February 10, 1916. Jacobs, Holtzinger & Co., Windsor, Pa.

CANCELLATION.

SPANWELL:—31,307. For cigars. Registered January 22, 1916, by Petre, Schmidt & Bergman, Philadelphia, Pa. Cancelled January 29, 1916.

TRANSFERS.

CAKIG 3RD:—30,738. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Transferred January 27, 1916, to D. Serabian & Co., Inc., of Boston, Mass., by H. W. Young, Boston, Mass.

Design registered February 11, 1916, by Booras Brothers, Inc., New York, N. Y., for cigarette packages. Packages will be distinctive by number of stars appearing on package wrapper, numbered from "1" to "50" inclusive. Corresponding number of stars will appear on cigarette wrappers according to their respective packages.

Philippine Legislature Passes Tobacco Inspection Law

The Bureau of Insular Affairs, of the War Department, is in receipt of the following self-explanatory cablegram from the Governor-General of the Philippine Islands, dated at Manila, February 9, 1916:

"Advise tobacco trade journals Philippine Legislature passed tobacco inspection law, requiring collector of internal revenue to inspect all tobacco products shipped to the United States, and affix inspection labels thereto. Prohibits exportation of non-standard tobacco products. Provides for advertising campaign and two tobacco agents in the United States."

John Conlon to Dispose of Retail Business

John F. Conlon, for more than thirty years a cigar manufacturer and retailer of North Adams, Mass., has recently announced that he will shortly dispose of his retail cigar business and in the future devote his time to manufacturing and the wholesale end. It is understood that he will add materially to his present force of employees.

Compañía Litográfica De La Habana
Oficina Principal, San José No 23, Habana, Cuba
Manufacturers of
FINEST QUALITY IMPORTED
Cigar Box Labels, Bands and Trimmings
Show Cards and Advertising Materials
GARRETT H. SMITH, 106 E. 19th St., New York
Sole Agent United States and Canada

COPENHAGEN
Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

WEYMAN-BRUTON COMPANY
50 Union Square North New York, N. Y.

FOR QUICK RESULTS
TRY A
TOBACCO WORLD WANT AD.

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

J. K. LEAMAN
Packer of and Dealer in **Leaf Tobacco**
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-In-Hand, Lancaster Co., Pa.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

Best Quality **Best Known**

EDEN

The Cigar Without a Peer

Calixto Lopez y Cia
Habana

New York Office— 257 Fourth Ave.

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sawed CIGAR BOXES, Go to Established 1889
Keystone Cigar Box Co., Sellersville, Pa.
Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
MONROE D. SELLERS, SELLERSVILLE, PA.

The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

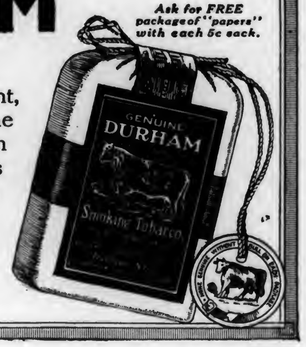
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Get the Range of Smoking Satisfaction

Roll "Bull" Durham into a cigarette and you have a smoke with all the vim, vigor and dash of Uncle Sam's fighting men. That's why the American Army is an army of "Bull" Durham smokers. "Bull" puts snap into their action and "punch" into their systems. For a virile, lively, manly smoke, "roll your own" with "Bull."

GENUINE
"BULL" DURHAM
SMOKING TOBACCO

Ask for FREE package of "papers" with each 5c sack.



"Bull" Durham is the mildest of all tobaccos—a fragrant, mellow-sweet tobacco that soothes the nerves and brings the happy, contented feeling that comes from thorough satisfaction. Made of the famous "bright" Virginia-North Carolina leaf, "Bull" has been the great American smoke for three generations. There is no other tobacco like it. You "roll your own" with "Bull" and enjoy a real smoke.

THE AMERICAN TOBACCO COMPANY

One of the BULL DURHAM ads. now appearing in local and national publications.

JOSE F. ROCHA Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.

IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.

Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.

Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania

151 North 3d St., Philadelphia

For Quick Results
try The World's "Want Page"

A. Cohn & Company

Importers of Havana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra

142 Water Street, . . . New York

Established 1870 Factory No. 79

S. R. KOCHER

Manufacturer of Fine Havana and Domestic Cigars and Packer of Leaf Tobacco

Leading brands—"Volitta," "Quaker," "Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"

Correspondence with wholesale and jobbing trade invited

Factory and Offices: WRIGHTSVILLE, PA.

MANUEL MUNIZ HILARIO MUNIZ
VENANCIO DIAZ, Special Partner

MUNIZ HERMANOS
S en C

Growers and Dealers of
VUELTA ABAJO, PARTIDO
AND REMEDIOS TOBACCO

Reina 20, Havana

CABLE: "Angel" Havana P. O. Box 96

E. Rosenwald & Bro.

145 WATER STREET --- NEW YORK

E. A. KRAUSSMAN Importer of
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ESTABLISHED 1881

Vol. XXXVI No. 5

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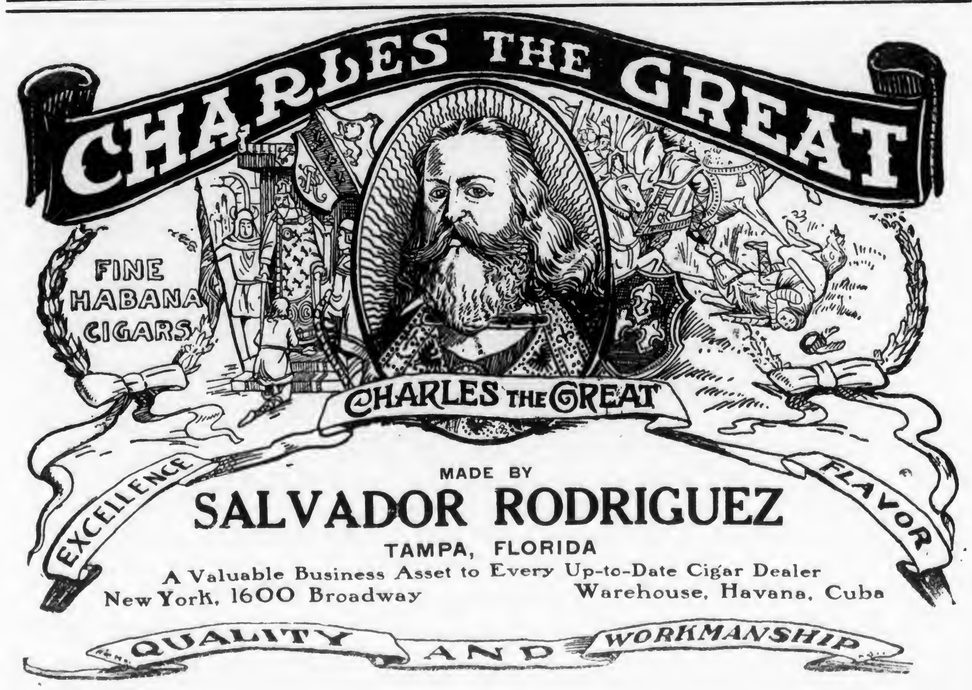

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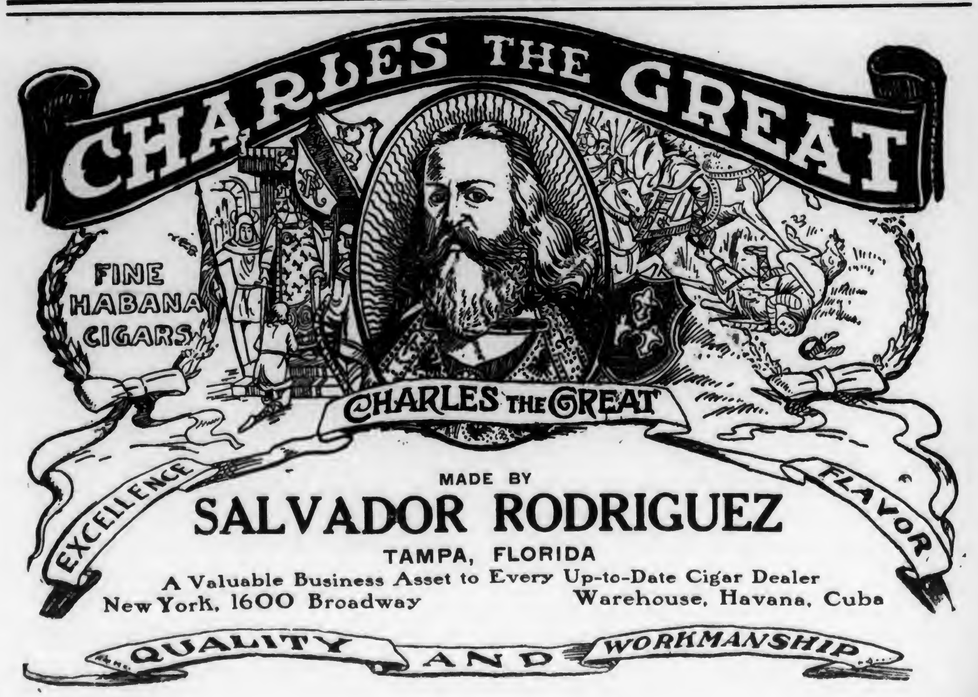

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For Wide-Awake Jobbers

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Jump Spark and Lighter with Automatic Cigar Cutter

Humidors of Various Sizes and Kinds

Can Display Fixtures for One or More Cans

Cigar Lighters for Electricity, Oil, Gas, Gasoline or Alcohol

Look over the New Catalogue which we are now sending out for the finest most complete line of useful

ADVERTISING DEVICES

FOR THE CIGAR AND TOBACCO TRADE PRINCIPALLY

Glass and Metal Change Trays. The only Practical Kind

Cigar Cutters and Cigar Lighters. A Wonderfully Complete Assortment

Box Covers, well made, well finished Embossed, Etched or Printed Advertisement

THE BRUNHOFF MFG. CO., Cincinnati, O. Branch Office, 113 Maiden Lane, New York

Greetings for 1916

From the Jobber, Retailer and Consumer, comes Praise that the LA SARAMITA continues the BEST in all that is Havana, covered with Broadleaf, of the Milder Quality

Manufacturing and Selling just one brand

LA SARAMITA

for nearly a quarter of a century is the REAL EVIDENCE that the CIGARS ARE RIGHT

THE SHIELDS-WERTHEIM CO.

THE SIZE THAT SELLS AT 10 CENTS EACH

ADMIRAL

CLEVELAND OHIO

25% to 75% Increased Sales

are made by many dealers in

SWEET CAPORAL
CIGARETTES

since our big Outdoor Painted advertising campaign started.

Painted Bulletins like the one shown to the left are 12 feet high and from 25 to 50 feet long. They are painted in striking colors and are placed along the most heavily traveled thoroughfares in the immediate vicinity of dealers' stores.

We have proven conclusively to the *American Tobacco Co.* that by concentrating their Wall and Bulletin Advertising in the dealers' immediate neighborhoods, that their dealers will sell more *Sweet Caporal* Cigarettes, and incidentally increase profits to their mutual advantage.

Every dealer will benefit by this campaign. We have a long term contract which guarantees *permanent* advertising through the biggest and most dominating advertising medium it is possible to secure.

Every dealer can lay in a fresh stock, knowing that he will receive plenty of assistance in selling it.

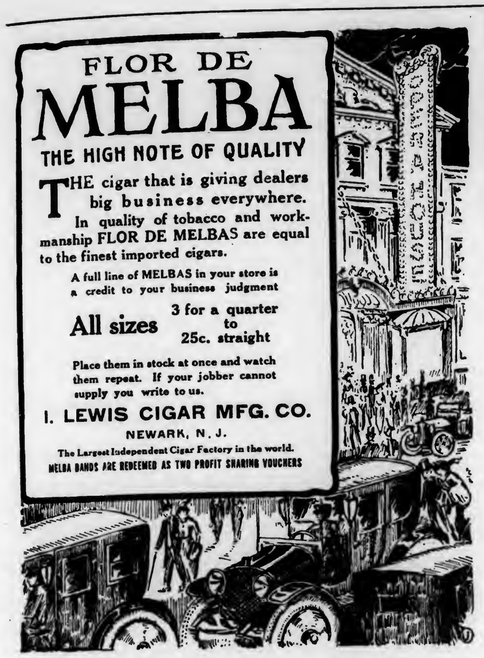
Ask Dad, he knows

is the slogan. You've seen it.

CHICAGO **Thos. Cusack Company** NEW YORK

Largest Advertising Company in the World

NATIONAL SALES REPRESENTATIVES FOR 87 PRINCIPAL CITIES


FLOR DE
MELBA
THE HIGH NOTE OF QUALITY
THE cigar that is giving dealers big business everywhere.
In quality of tobacco and workmanship FLOR DE MELBAS are equal to the finest imported cigars.
A full line of MELBAS in your store is a credit to your business judgment
All sizes
3 for a quarter to 25c. straight
Place them in stock at once and watch them repeat. If your jobber cannot supply you write to us.
I. LEWIS CIGAR MFG. CO.
NEWARK, N. J.
The Largest Independent Cigar Factory in the world.
MELBA BANDS ARE REDEEMED AS TWO PROFIT SHARING VOUCHERS

New **HOTEL TULLER**

Detroit, Michigan

Center of business on Grand Circus Park. Take Woodward car, get off at Adams Avenue

ABSOLUTELY FIREPROOF

200 Rooms, Private Bath, $1.50 Single, $2.50 Up Double
200 " " " 2.00 " 3.00 " "
100 " " " 2.50 " 4.00 " "
100 " " " 3.00 to 5.00 " 4.50 " "

Total 600 Outside Rooms

ALL ABSOLUTELY QUIET

Two Floors—Agents' Sample Rooms

New Unique Cafes and Cabaret Exellente

The world's best cigarette tobacco—Virginia

VIRGINIA gave cigarette tobacco to the world—the best cigarette tobacco on earth grows there. And into Piedmonts goes only the choicest, mellowest Virginia. Want to know why Piedmonts are the biggest-selling cigarette in America? Try them —*today!*

Liggett & Myers Tobacco Co.

VALUABLE COUPON IN EACH PACKAGE

Piedmont

Also Packed 20 for 10c

THE CIGARETTE OF QUALITY

10 for 5¢

Tobacco World

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.

General Offices, PITTSBURGH, PA.

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

THE

Key West Cigar Factory

Factory No. 413, KEY WEST, FLA.

Office and Salesroom:
43 to 47 W. 33d St., New York

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

"LA MEGA" *MADE IN BOND*

HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP

V. Guerra, Diaz & Co., Tampa, Fla.

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.

RICHMOND, VA.

Clear Havana Cigars

Lopez Hermanos

Makers

New York Office: 250 Fourth Ave.

Factory: Tampa, Fla.

LIPSCHUTZ'S **44** CIGARS

"44" Cigar Co. Philadelphia

BAYUK BROTHERS

"HAVANA RIBBON"

FIVE CENT CIGAR

PHILADELPHIA

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

E. H. GATO CIGAR COMPANY

FOR FORTY YEARS THE STANDARD

By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.

New York Office; 203 W. Broadway

T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

DIAMOND JOE CIGAR FACTORY

ESTABLISHED 1880

Charles Denby

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE

H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

Don't Judge
Florida and Georgia

Tobacco By Other People's Packings

If you want to see a fancy packing of the 1915 crop of Florida and Georgia wrappers, that burns and tastes as good as any tobacco grown, superior in yield and colors

We Are Now Ready to Show Our 1915 Crop

Beautiful Light Colors and Perfect Burn
Good Quality Tremendous Yield

Samples Ready for Inspection at the Company's Office

AMERICAN SUMATRA TOBACCO COMPANY
142 WATER STREET, NEW YORK

Is Your Money Safe?

How do you know whether or not the securities sold you by some glib-tongued stock or bond salesman, or advertised or recommended by some newspaper or magazine financial editor have *now* any *real value?*

What becomes of the millions taken from the public in this manner every year?

It was for the very purpose of warning its readers against bad investments in addition to instructing them in the fundamentals of good investments, business and personal, municipal and corporate, that INVESTING FOR PROFIT recently instituted a regular department wherein is set forth each month facts concerning the various forms of "Get-Poor-Quick" investments largely advertised or recommended by many of the so-called leading magazines and financial papers.

That this new feature of ours is appreciated is showu by the increasing number of letters received by us daily, Readers KNOW that they can here obtain the unbiased and impartial judgment of those who have spent years in study and analysis, and who are qualified through personal experience and knowledge to counsel wisely.

There is no more important subject than this. It touches every phase of human activity. How to avoid the snares of the stock-sharpers and financial "three-card-monte" men and the magazines with "financial departments" as adjuncts to their advertising departments has been told in previous issues of INVESTING FOR PROFIT. Our work has a CONSTRUCTIVE character also. You will learn surprisingly interesting and valuable things—how the money trust controls and uses the people's money for a pittance and reloans it, or sells it back in trust-made, tariff protected products, to the money earners and savers of the country at high rates and tremendous profits, but of even more importance, you will learn how large fortunes are made and why they are made—the knowledge financiers hide from the masses.

If your BANK BALANCE is important to you and you wish to use it so that it will earn and return to you its full and legitimate EARNING CAPACITY, you will not miss the many interesting articles in this progressive journal.

Remember, this is a REGULAR FEATURE. INVESTING FOR PROFIT also gives heed to the safeguarding of its readers' funds—whether they be merchants, manufacturers, farmers, laborers, widows, trustees, or what not,—everyone can and should read these articles.

As a holder of securities you may desire to inquire about what you already own—you are at liberty to do so, in strict confidence, and without cost, by addressing "Inquiry Department," if you are a subscriber.

If not already a subscriber, send us your name and address ON THIS COUPON and we will send it to you SIX MONTHS FREE as an introduction—no liability on your part whatever.

Clip the Coupon Before You Turn This Page

H. L. BARBER
PUBLISHER
20 W. Jackson Boulevard, CHICAGO

H. L. BARBER, Publisher
R-411-18 Jackson Boulevard, Chicago

Please send me FREE for six months your magazine *Investing for Profit* and enter my name on your list for Free Financial Advice. I am over twenty-one years of age, and have never asked for or subscribed for your paper.

Name .....

Address .....

City ..... *State* .....

In all the Tobacco Field-

there are no containers that compare in quality, strength and satisfactory results with

Heekin Cans

for the packing of Cigars, Stogies, Smoking and Chewing Tobaccos

It behooves you to investigate their vast superiority over any other containers.

Less expensive than wood—air-tight—aroma-retaining—dust-proof.

All shapes and sizes—either plain or lacquered, painted any color, or lithographed with any design. Our corps of artists is at your disposal.

The Heekin Can Co.

Culvert, Sixth and New Sts.

CINCINNATI, O.

"Heekin Can Since 1901"

TRADE MARK

H

By Special Appointment To the Late King Edward VII

Philip Morris Cigarettes

The World's Oldest Highgrade Turkish

Plain End or Cork-Tipped

"The Little Brown Box"

PHILIP MORRIS & CO., LTD.

72 Fifth Avenue New York

Flor de **Jeitles**

CLEAR HAVANA CIGAR

5¢

JEITLES & BLUMENTHAL, Ltd.

PHILADELPHIA.

THE FINEST OF

Georgia and Florida Tobaccos

Will be found in our new packing which

We Now Offer Direct to the Trade

at the lowest cash prices

TO APPRECIATE THE QUALITY

We suggest that you see samples which we will be glad to submit on any grade.

WE SOLICIT CORRESPONDENCE

GAFLA SUMATRA COMPANY

Office and Packing House QUINCY, FLA.

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. {London, 8 Regent St., S. W. {Capetown, South Africa Calcutta, 10 Government Place Alexandria, Rue Cherif Pacha CAIRO, Head Office and Factory Hamburg, 18-20 Grosse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVI. PHILADELPHIA AND NEW YORK, MARCH 1, 1916. No. 5.

BRITISH TOBACCO EMBARGO HITS SERIOUS BLOW AT CUBAN CIGARS

Terrific Blow to Manufacturers Catering to English Houses—Union of Manufacturers Investigating Order—Great Distress Among Cigar Makers Feared if Embargo is Applied

(Special to "The Tobacco World".)

Havana, February 22, 1916.

A TERRIBLE blow has been struck at our cigar industry, when on the 16th inst., the cable informed us of the decree of the British Government, prohibiting the importation of all articles of luxury, which included cigars and leaf tobacco, on and after the first of March, next. At once our Union of Manufacturers took the necessary steps, through our Secretary of State, to communicate with the Cuban Minister at London, in order to get the confirmation of this notice, and if possible to obtain at least a prolongation to admit the entrance of cigars after the first of March on the pending orders previous to the 16th inst., and which were then in transit, or left our port previous to the 29th inst. According to the exchange of cables, it appears that the Board of Trade has the power to grant special permits to the English importers of cigars and it is therefore hoped that this harsh measure may at least not be carried out in an arbitrary way, and that the pending orders may be executed before the 29th inst.

We are somewhat in the dark yet whether this measure is really owing to the scarcity of British tonnage, which is needed to carry the absolute necessary articles of life, as well as the ammunitions of war, or whether it is aimed at British gold, in order to keep the same in the country. If the decree was aimed only to reserve the English tonnage, our Minister proposed to admit the importations of cigars under the neutral flags, but to this proposal we have not yet received any reply, although it seems that the Government or Board of Trade has this matter under consideration. The Trust also proposed to admit British bonds, in place of gold, but while the Trust perhaps could bridge over this abyss in this way, surely the majority of the manufacturers would not, and could not, accede to such a makeshift. The last message of our Minister held out some hopes that eventually further shipments of cigars might be allowed, but restricting the quantity of cigars, which might be admitted to be imported.

The hardships of our manufacturer will be more felt still by the cigarmakers, strippers, and other help employed in our factories, as they are living from hand to mouth on the amount of wages earned, and we hear that already last Saturday a number of them were discharged. The Labor Exchange is trying to devise means to alleviate the impending misery, and a deputation called upon the president, General Menocal, proposing that the Government should levy a tax of 20 cents per bag of sugar produced in order to have funds to assist the cigar industry in its dire stress at present. As Great Britain is our best customer, and takes almost half of our exports of cigars, this embargo would cause the ruin of those manufacturers who work exclusively for the English markets.

As far as the prohibition of the imports of leaf tobacco is concerned the decree would be less felt, as our exports to

(Continued on Page 18)

ENGLISH EMBARGO WILL AFFECT UNITED STATES TOBACCO TRADE

Nearly Fifty Per Cent. of Tobacco Imports Come From United States—Large Stocks Said to Be Held in England—Embargo a Serious Blow to Southern Growers

THE royal proclamation in Great Britain prohibiting the importation of certain articles after March 1st has excited considerable interest in tobacco trade circles as undoubtedly this article will suffer most from the embargo. It is believed that the order will be interpreted to mean that goods shipped from this country prior to March 1st will be admitted, but this has not been officially confirmed.

Several reasons are advanced as to the cause for this order. One is that it is desired to curtail the expenditures of the people as much as possible. Another is that it is desired to protect British gold as much as possible. A third, and the most plausible, advances the theory that owing to the scarcity of ships and the importance of food it is desired to eliminate from the cargoes all articles which are not absolutely necessary to the welfare of the people.

The embargo, of course, will have a tendency to curtail expenditures for luxuries, which will naturally assist in easing the financial burden of the United Kingdom.

The list of articles barred by the royal proclamation after March 1st follows:

"All materials for the manufacture of paper, including esparta grass and linen and cotton rags; paper and candy board, including strawboard, pasteboard, mill board and wood pulp board, and manufacturers of paper and cardboard, all periodical publications exceeding sixteen pages in length, imported otherwise than in single copies through the post; tobacco, unmanufactured and manufactured, including cigars and cigarettes; furniture woods, hard woods, veneers, stones and slates.

The tobacco growers in the Southern States, especially Kentucky, will undoubtedly lose trade by reason of the embargo. It is pointed out that tobacco exports to Great Britain consist largely of the hogshead tobacco grown in the South, which is used principally for the manufacture of smoking and chewing tobacco. It is said that only small quantities of the Connecticut wrapper tobacco are exported. It is also stated that the exports of cigars and cigarettes are not very large.

As far as cigars and cigarettes are concerned, these goods are at the present time being exported chiefly by British-American companies, some of which have large contracts with the government.

More than half of the total exports of unmanufactured tobacco from the United States goes to the United Kingdom. The total for the first eleven months of 1915 amounted to 402,905,936 pounds, valued at $48,741,314, Great Britain taking 181,250,000 pounds valued at $23,258,000. The exports of tobacco to the United Kingdom for the same period in 1914 amounted to 146,000,000 pounds, valued at about $18,000,000.

(Continued on page 18)

SMOKERS ASKED TO AID BELGIANS

Former Ambassador Choate Heads Organization—Planned To Raise $50,000 a Week for Smokes

THE Belgian army is the only one in the war that does not get tobacco with its supplies from home. As a result some 200,000 Belgian soldiers at the front have nothing to smoke.

Joseph H. Choate, ex-United States Ambassador to England, is president of an organization which has started a movement to supply these soldiers with cigarettes and tobacco. The men who use tobacco in any form are asked to help these Belgian soldiers.

To this end it is planned to raise $50,000 per week in America as long as the war lasts. While the amount seems large, when distributed among the millions of smokers in this country the burden will be heavy on none.

If any smoker will send twenty-five cents to the Belgian Soldiers' Tobacco Fund, which is represented in Philadelphia by Drexel & Company, bankers, fifty cents' worth of tobacco will be purchased, through special rates, and sent direct to some soldier in the trenches. A postcard bearing the name and address of the man who gives the tobacco will be sent with the parcel, so that he will probably receive in return a postcard mailed from the front, containing the thanks of the soldier who gets the tobacco. It will bear the army postoffice mark and the censor's mark.

Through the Overseas Club, with headquarters in London, it is guaranteed that all expenses connected with raising the fund will be paid, so that the Belgian soldier will get "smokes" for every dollar contributed. For every twenty-five cents donated, fifty cigarettes and a large package of smoking tobacco will be forwarded to a Belgian soldier. The cigarettes will be sent in five packages containing ten each, so that the soldier may place those he is not using in his kit or in some other place for safekeeping. Each package will be inscribed: "With best wishes of the American people to the men who are fighting for their country's honor."

The committee in charge of the work has made special arrangements with American smoking tobacco and cigarette manufacturers whereby it will be able to supply each soldier with more than twice the amount of "smokes" that a private individual could purchase at retail and send to the men at the front for the same amount of money. The Belgians smoke tobacco different in nature from anything used here, so all of the supplies must be specially made.

King Albert, of Belgium, has written to Countess d'Oultremont, Princess de Ligne, who is a member of the committee, offering to act as patron and thanking those who conceived the idea to help the soldiers.

Cardinal Mercier, Archbishop of Malines, also addressed a letter to Count Alexander van der Stegen de Schrieck, another member of the European Committee, expressing the appreciation of the Belgian people for the aid given them by America.

By packing the tobacco in bond and avoiding the payments of duties and all freight and carrying charges, these charges being waived by the British and Belgian authorities, the committee will be able to supply large quantities of tobacco for a comparatively small sum of money. The Belgian army is the only one in the war that does not get tobacco with its supplies from home.

Francis R. Jones, who leads the delegation to this country as organizing secretary, said while in Philadelphia:

"One of the surprises of the European war is the realization that tobacco, instead of being a luxury or the evil that

(Continued on Page 18)

MATCH TRADE OF HANKOW, CHINA

Outlook Unfavorable for American Matches—Machinery Comes From Japan

THE importation of matches and match-making materials at Hankow has grown until at present it represents a considerable item in the trade of this port. According to the Maritime Customs returns, Hankow's imports of foreign matches in 1912 aggregated 1,073,250 gross, with a value of $167,110 United States gold; in 1913—$1,317,255 gross, value $193,075; in 1914—1,143,695 gross, value $153,640. (The customs values were converted from haikwan taels to gold at the rate of 74.17 cents for 1912, 72.9 cents for 1913, and 66.7 cents for 1914.) Of match-making materials Hankow imported $72,990 worth in 1912, $71,345 worth in 1913, and $64,870 worth in 1914. These figures include arrivals from Chinese ports as well as direct cargoes from abroad. However, the bulk of the matches received comes from Japan, with Hongkong a poor second.

Owing to the falling off in imports in 1914, locally made matches were used in larger number, and it is said that one Chinese factory which had been unable to pay dividends for years made large returns on the capital invested. This is due to the fact that matches are not difficult to manufacture, which has made successful competition possible. At present there appears to be a steady increase in the local sale of the Chinese article, and the year 1915 will doubtless see a marked decline in the importation of matches from abroad. Match-making materials will probably increase, however, because local firms engaged in the trade purchase almost all their materials (labels, packing paper, paraffin wax, wood shavings, wood splints, and chemicals) from Japan.

The Wuhan cities (Hankow, Hanyang, and Wuchang) have a population of some 1,500,000 Chinese, buying in the main matches turned out by three different factories, one Japanese located at Hiogo, Japan, and the other two Chinese, situated at Hankow and Shanghai. The Chinese establishments are really two separate factories of one and the same concern, Set Chong & Company. The foreign population, which numbers about 1600 or 1700 whites, uses high-grade Swedish, British, or Japanese matches. A small business is done by Ta Chang & Company, a firm operating in Kaifung, Honan, but their matches are used chiefly in their own Province.

The local Chinese match factory is in the Japanese Concession. It has an output of about 20 cases per day, each case consisting of 7200 boxes of about 40 matches each. The regular working force is approximately 1000 male adults, besides 2000 to 3000 women and children, depending on the volume of trade. The women and children are engaged almost entirely in packing matches and preparing the boxes. Men are paid $8 to $10 Mexican per month ($3.07 to $3.84 gold) with board, and the women and children $4 to $6.50 Mexican ($1.54 to $2.50 gold) for the same period, without food.

The machinery used is very crude. It comes from Japan, and is employed in preparing and dipping the matches. The splints are placed between pieces of wood held together in a frame, dipped in the first place in paraffin wax, and later in the solution used for the head of the match. This method appears quite as economical as any other on account of the exceeding low cost of labor. Japanese woods of low quality are imported already in the form for making matches. These sticks are put up in packages of 7200 bundles, each containing enough for 20 boxes. The boxes also come from Japan, the various parts being

(Continued on Page 18)

S. Loewenthal & Sons' New Porto Rico Warehouse

The illustration herewith is that of the new packing house of S. Loewenthal & Sons, 123 Maiden Lane, New York, which has just been completed for them at Caugus, Porto Rico. With the acquisition of this up-to-date packing house, the firm feels that they have fully rounded out their plans to take care of their trade in all branches of leaf tobacco, in which they specialize.

Their Clover Leaf plantation, in Quincy, Fla., is well known for its output of high-grade shadegrown tobacco, their connections in the Cuban market and now their own plant in Porto Rico gives them an organization of the most marked efficiency.

B. I. Loewenthal, of the firm, returned to New York a few days ago after the most successful trip to the South which he has ever recorded. Tampa, Key West and other centers yielded large orders wherever he showed his samples of light shadegrown.

England's Tobacco Report for January

The monthly tobacco report of Edwards, Goodwin & Company, Liverpool, England, is of more than passing interest at this time and the same is herewith reprinted from the "Southern Tobacco Journal."

Edwards, Goodwin & Company's monthly tobacco report:

Liverpool, England, January 31, 1916.

	Hhds. & Tcs.
Stock, 31st December, 1915	156,168
Imported in January, 1916	4,223
Total	160,391
Delivered in ditto	7,175
Stock, 31st January, 1916	153,216
Against 1915	149,742
Ditto 1914	137,107
Ditto 1913	110,488
Deliveries:	
From 1st January to 31st December, 1914	77,057
From 1st January to 31st December, 1915	87,889
From 1st January to 31st December, 1913	70,781
From 1st January to 31st December, 1912	67,377
Exported in January, 1916	275

Of which to Africa, 97; Amsterdam, 63; Rotterdam, 53; Dunkirk, 30; Channel Islands, 27; Christiana, 3; Isle of Man, 2.

Board of Trade returns for the United Kingdom. (Pounds weight of unmanufactured tobacco delivered):

Month Ended 31st December

	1915	1914	1913
Home Use	10,256,711	9,563,976	8,583,015
Export	998,192	643,574	218,666
Total	11,254,903	10,207,550	8,801,681

Twelve Months Ended 31st December

	1915	1914	1913
Home Use	124,458,173	113,518,523	107,183,187
Export	12,043,433	4,255,879	3,698,069
Total	136,501,606	117,774,402	110,881,256

Remaining in Bond 31st December

1915	288,772,000
1914	253,134,000
1913	238,752,000
1912	211,734,000
1911	200,125,000

The market in January opened with a good general inquiry, which increased as the month progressed, covering practically all classes, the demand during the closing week of the month being active and strong, so that the sales effected were large, and prices hardened somewhat at the close.

Apart from the normal demands of the manufacturing trade, business has been influenced by a growing feeling that under war conditions imports will have to be supervised and regulated by the government. The great majority of those engaged in the tobacco business see the reasonableness of such a course of action, but there is a vast difference between unregulated imports of an indiscriminate character and total prohibition, which some have talked about. Such a policy as the latter would be irrational, unless absolutely necessary in a national sense, and disastrous in individual cases, and it is hard to conceive that it would be pursued, excepting as a very temporary measure. The trade generally is, however, reconciled to view a system of importing by permit, for a time, on a pro rata basis as being perhaps a necessity of the situation.

Edwards, Goodwin & Company.

"La Megas" Popular in Rochester, N. Y.

The well-known "La Mega" cigar, of V. Guerra, Diaz & Company, and the popular "Admiration" cigar, of E. Regensburg & Sons, are among the leading brands having a decided call at Clyde P. Burrett's retail store, located in Rochester, N. Y. Relative to the excellent business which he enjoys, Mr. Burrett attributes his success to a keen desire to be of service to his customers at all times, combined with the splendid quality of goods which he carries. Mr. Burrett plans to open a second retail store in Rochester some time during the month of April, he having secured a lease on a certain admirable store property in that city.

Transferred From Shanghai to London

James A. Thomas, for several years manager of the British-American Tobacco Company's business in the Orient has been visiting friends in Reidsville, N. C. Mr. Thomas was on his way from Shanghai, China, to London, where he was recently transferred by his company. When first employed by the tobacco company, Mr. Thomas was sent to India. From there he was transferred to Shanghai. In this position he has remained for a number of years. Mr. Thomas is a native of Lawsonville, this State. He sailed from New York on February 19th.

IRREGULAR PAGINATION

THE TOBACCO WORLD

ESTABLISHED 1881

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH BY
THE TOBACCO WORLD CORPORATION

J. LAWTON KENDRICK, Treasurer

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J. LAWTON KENDRICK ..... Managing Editor
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TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES.

JACOB WERTHEIM, New York ..... President
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Generous America is again called upon to give aid. This time it is the smokers who have an opportunity to help. An appeal is made by an organization headed by some of our most prominent citizens for money with which to purchase tobacco for the Belgian troops on the battle front. These men are not given tobacco by their government and are suffering for the lack of it. If you want to help, why not cut out the article on page 14 of this issue and paste it where your patrons will read it.

Generous America

The British embargo effective today on tobacco and other articles of trade unquestionably seriously affects the leaf markets of the United States. The announcement of this embargo has already depressed prices in several Southern markets. As the United States supplies a very large percentage of the raw leaf imported by England the feelings of our leaf men in regard to the prohibition of tobacco are acute.

The Tobacco Embargo

The fact that this embargo is to be considered a temporary one is not necessarily satisfying. That the Government Board of Trade has the authority to grant a license to admit goods covered by the embargo, does not mean that a very large percentage of the trade will benefit.

Cuban manufacturers who make cigars exclusively for English firms say they face ruin unless such a license is granted them. Small manufacturers in England are in the same position, for despite the claims of large holdings of leaf in English warehouses, such stocks are said to be controlled largely by three or four manufacturers, so that about ninety-eight per cent. of the tobacco manufacturers of Great Britain must soon be short of leaf.

The need of tobacco for the men in the trenches has been demonstrated many times. Further, tobacco is a big revenue producer at a minimum cost of collection. Obviously, the issues at stake are much larger than any of these.

While the embargo may have a tendency to bring about the most stringent economies, and at the same time increase the available tonnage for the importation of foodstuffs and munitions, it seems a very severe measure.

The seizure of all enemy tonnage by Portugal and Italy leads to the belief that these ships will be used to relieve the shortage of vessels which is being felt more and more every day. If these should be taken over by England and her allies, certainly the congested state of the shipping centers should soon be relieved, and thus remove the cause for the embargo if that is its purpose.

Some claim to see in this royal proclamation a determined attempt to control overseas trade and to protect English commerce until it can be rehabilitated.

However, unless the great struggle in Europe reaches a turning point in the very near future it may not be wise to place too much hope in the belief that the embargo is to be only "temporary."

Owensboro (Ky.) Tobacco Men Watch Effect of Decree

The royal proclamation of Great Britain to the effect that all importation of tobacco would be prohibited after March 1st, has been read with interest by the tobacco men of Owensboro, Ky. Buyers in the local market are uncertain as to what turn the market will take. Indications are, however, that as usual, the price will be depressed.

Markets that handle more of an export type of tobacco will be hit harder than Owensboro. Better than 50 per cent. of the tobacco sold in the Green River District is consumed in the United States. Green River type is a purely domestic type, but in recent years there has been a tendency on the part of British tobacco men to buy heavily of this market. The Imperial, which exports all of its tobacco to England, has bought heavily in the Green River District since its withdrawal from the Stemming District three years ago. The Gallaher Limited, of Belfast, Ireland, and Hodge Brothers, are buying tobacco for Great Britain, taking only specialized types.

Since the commencement of the European War the advance on the tax on tobacco has been steady. From 86 cents a pound preceding the war to $1.60 the pound at present, has been the increase. It is expected that this will be increased soon.

A Busy Warren Street Store in Trenton, N. J.

This illustration shows a corner of the Maryland Smoke House, located on North Warren Street, Trenton, N. J. Walter Firth, Jr., is proprietor. He reports a splendid demand for the "Bold" cigar.

Philadelphia Notes

Charles W. Krull, the well-known Arch Street jobber, was among the more recent visitors to New York.

C. W. Saunders, of the Cortez Cigar Company, left Philadelphia this week with a well-filled order book.

Robert M. Boltz, of Boltz, Clymer and Company, was among the more prominent recently seen in New York.

Y. Pendas & Alvarez were ably represented in the "Quaker City" this week through the efforts of "Ed" Ackerman.

Frank L. Rowland, representing Lopez, Hermanos & Company, was in Philadelphia this week, and closed some attractive business for his firm.

A campaign on the lines of the J. F. Portuondo Cigar Manufacturing Company, 1110 Sansom Street, this city, is being made by T. W. Hall, in Los Angeles.

Morris D. Neumann, of the firm of Neumann & Mayer, who recently returned from the West, where he secured some very satisfactory orders, states that the factory is very active in the production of the "Bello Mundo" and "El Tello" brands.

Bayuk Brothers' Allentown Factory Completed

In celebration of the completion of the Bayuk Brothers' sanitary cigar factory, erected at a cost of $100,000, at Allen and Jordan Streets, Allentown, Pa., the firm entertained the 500 employees at a social recently.

The new building was designed by a New York architect, and built by William Lincoln & Company, of Philadelphia. It is built of brick, has hardwood floors, perfect heating and ventilation, and also the daylight window system. When the plant is in full operation 65,000 cigars will be manufactured daily. The factory is one of six controlled by the Bayuk people and is in charge of Superintendent Max Wolfe, of Allentown.

The basement of the building will be used for shipping and storing purposes. On the first floor, the branch offices of the company will be found, while the manufacture of cigars will take place on the other two floors.

Yahn & McDonnell Secure "Optimo" Brand

Yahn & McDonnell have taken on the "Optimo" brand of A. Santaella y Ca., of Tampa, Fla., and a good distribution is assured through the efforts of W. M. Stillwell, who will cover the local territory, and James Reilly, who will look after the out-of-town trade.

The initial order covered nine sizes, and these will be increased from time to time as occasion warrants.

M. Perez Company, manufacturers of the made-in-bond "Pinzon" cigar, announce the appointment of Harry Reynaldo as their Western representative.

BRITISH TOBACCO EMBARGO HITS SERIOUS BLOW AT CUBAN CIGARS

(Continued from Page 13)

the United Kingdom never amounted to a great deal before the war, and only of late the exports have increased somewhat, but not sufficient to cause hardships in reality, and particularly now, as the scarcity of our stocks for that country would preclude any shipments of importance.

Last Saturday the Ward Line only accepted shipments of cigars with the condition that all expenses incurred for storage, etc., should be for account of the shippers, in case the goods could not be forwarded to England right away, and to which condition several of our manufacturers have consented, as they preferred to run this risk rather than to keep the cigars here. Some manufacturers believe that this whole measure will be only of a transitory nature, and that after a while no restrictions will be placed upon our exports.

It remains to be seen what the American tobacco growers may do, as their interests are also seriously affected by the prohibition of their leaf.

Oretaniv.

ENGLISH EMBARGO WILL AFFECT UNITED STATES TOBACCO TRADE

(Continued from Page 13)

The total exports of cigars and cigarettes to all countries for the eleven months amounted to less than $3,000,000.

The war order business has caused an advance in the price of the lower grades of tobacco, while the prices of the higher grades, especially those imported from Cuba, are not as high compared with the period before the war.

According to leaders in the tobacco trade, there is at the present time a large quantity of tobacco in England, the supply being considerably larger than in normal times. There have been repeated rumors to the effect that the British have in their possession large quantities of tobacco which they have siezed from ships consigned to neutral ports.

Many of the exporters who have contracts for the delivery of tobacco and other merchandise decided that it was essential for them to make immediate shipments lest their goods would be denied entry upon arrival at British ports.

SMOKERS ASKED TO AID BELGIANS

(Continued from Page 14)

many good people have thought it to be, actually is a necessity in modern warfare. Soldiers who are smokers, but have no means of procuring tobacco while at war, suffer much misery, added to their other hardships, for the want of it. Almost from the beginning of hostilities letters came from men at the front urgently calling for tobacco to steady their nerves, to relieve the monotony of trench life, to make their pain more bearable or to console them while languishing in hospitals.

"As a result, tobacco and cigarettes have been added to the regular rations of their fighting men by the governments at war, with the notable exception of Belgium. That unfortunate country would have done so, but could not. The Belgians were always great smokers and the soldiers have suffered keenly from the lack of the tobacco."

The committee in charge of the work requests that all checks, drafts and money orders be made payable to the Belgian Soldiers' Tobacco Fund and sent to Drexel & Company.

Sidney J. Freeman & Sons Enjoy Good Business

E. M. Freeman, of Sidney J. Freeman & Sons, importers of Manila cigars and representatives of the well-known "Flor de Intal" factory, speaking recently relative to the business being done by his firm since the first of the year, states that the volume has exceeded the number of sales computed for the first six months of 1915. This, despite the fact that the freight rates on goods imported from the Philippines to the United States, have been greatly increased. Mr. Freeman just back from the West, indicating the increasing prosperity in the United States as the result of the sales of Manila cigars, cited an order obtained in Ohio a short time ago, calling for the future delivery of more than 1,000,000 cigars on the "Magallanes" brand in three sizes.

Representing Rucabado & Company, importers of Porto Rican cigars, F. Villar, following a successful trip extending as far as Texas, recently returned to New York City.

MATCH TRADE OF HANKOW, CHINA

(Continued from Page 14)

shipped so they can be put together with little difficulty. The quality of box is poor, and it frequently happens that the inside falls away from the cover, which causes the matches to spill in the pocket.

Set Chong & Company manufacture two grades of matches, one a non-safety, red-tipped, and 1½ inches long. The other is likewise non-safety, red-tipped, and 1½ inches long, but is treated with sulphur and not an instantaneous lighter. This sulphur match has little success, and will be given up entirely as soon as a few remaining orders have been filled. The company is meeting Japanese competition in safety matches in Hankow by importing their Shanghai product.

In addition to Set Chong & Company, matches are made in small house factories and sold independently on the street. There is no means of ascertaining the extent of this trade, but judging from the number of vendors seen on the street, it is of no small dimensions. The materials used are probably secured from Japanese importing houses.

Serious competition on the part of American match manufacturers hardly seems possible at this stage in China's development. Consumers seek the cheapest article, not realizing that a better grade is less costly in the long run, as there is much less waste. The Chinese may be trained to similar judgment, but the present outlook does not warrant active participation in the local match field, except perhaps in match sticks. Set Chong & Company informed this office that they might consider proposals for sticks that approximate the Japanese price.—"Commerce Reports."

J. Fred Wilcox

J. Fred Wilcox, extensively known to the cigar trade of the United States, died during the past fortnight at his home in Joliet, Ill. Mr. Wilcox, a gentleman of culture and refinement, and a member of the Union League Club of Chicago, was at one time identified with the Eugene Vallens factory and with Upman, in the firm of Upman & Wilcox. He was also connected with the firm of E. P. Cordero & Company. The deceased was seventy years of age.

Leonard Cohn Out of American Sumatra Tobacco Company

AT a meeting of the Board of Directors of the American Sumatra Tobacco Company, which was held at their headquarters, 142 Water Street, recently, Leonard A. Cohn, who has been active in the company's affairs since its organization, presented his resignation as secretary and assistant treasurer of the company, which was accepted with expressions of regret.

Subsequently the directors elected Frank Arguimbau to succeed Mr. Cohn as secretary and assistant to the treasurer, who is S. M. Bond, of the banking house of Bond & Goodwin.

President Julius Lichtenstein, of the company, stated that their business is in the finest shape that it has ever been since the big merger was made some years ago. The crops this year on all the company's plantations in Connecticut, Georgia and Florida give them a supply of tobacco which is sufficient for the most exacting calls of customers who use shade grown, and Mr. Lichtenstein further stated that the company had shown the most marked expansion in its list of customers that has been seen since the business was organized.

Mr. Lichtenstein will leave New York in a few days for his annual spring visit to the plantations in Quincy, Florida and Amsterdam, Ga. He will remain down South for about three weeks sizing up conditions for the coming 1916 crops.

In withdrawing from his official position with the company, Mr. Cohn does not relinquish his position on the Board of Directors, and it is understood that he does not contemplate doing anything at present but taking a long vacation.

F. R. Hoisington Visits Factory

F. R. Hoisington, president of the Cayey-Caugus Tobacco Company, makers of "Savarona" and other standard brands of Porto Rico cigars, sailed from New York on the 19 ult., for his annual visit to the plantations and factory of the company in Porto Rico. Mr. Hoisington must perforce make a brief trip this year and he plans to be back in New York by March 6th.

Reports from their factory in Porto Rico are of a most encouraging nature, their superintendent advises that the crop is coming out very satisfactorily and the output of "Savaronas" for 1916 will be quite up to the previous high marks. The general business showed nice progress during the past month.

Sol Gans Reports Good Porto Rican Crops

Sol Gans, of Max Gans & Son, 197 Water Street, returned from Porto Rico about two weeks ago and brought back satisfactory reports concerning the crop conditions in the island. His firm secured some very choice lots in a wide assortment and are in splendid shape to take care of their trade. Mr. Gans left New York a day or two since for an extended trip South which will include Tampa and Key West.

V. Guerra, Diaz & Company Factory Busy

SINCE the first of the year, V. Guerra, Diaz & Company, the Tampa manufacturers of clear Havana "La Megas", have experienced a steady increase in the volume of their orders which promises well for the year's record. The call for "La Megas" in the Eastern market shows considerable increase and many duplicate orders have come in from unexpected quarters.

Harry Culbreath, general sales representative of the firm, has been out on his initial trip for 1916 for ten days now, and in every city he has made thus far the returns have far exceeded those of 1915.

Frank R. Diaz plans to get away to Havana in a short time to make his annual purchases of Havana tobacco.

Not Certain of Gold Shipment to Holland for Tobacco Men

Banking circles in New York express the opinion that it is by no means certain that the British Government will permit a shipment of some $6,000,000 gold to Holland to finance the purchases of tobacco at the coming inscriptions by American interests. Banking institutions are continuing negotiations with the British and Dutch Governments, but it is not thought probable that arrangements will be satisfactorily concluded before the beginning of the inscriptions.

The Guaranty Trust Company has withdrawn approximately $1,500,000 from the Assay Office for shipment to Holland on this account, but is holding the gold until permission to make the shipment is secured from England. That country fears that the gold will seep into Germany if it gets to Holland and for that reason is loath to permit the export of the precious metal. Guilders are now selling at 42½, as compared with a normal parity of about 40.2.

It is cheaper for Americans to pay in gold for tobacco at the auction of Sumatra tobacco in Amsterdam early next month than to pay for it in guilders, owing to the fact that guilders are more than 5 per cent. above par. In case the negotiations do not come to a satisfactory conclusion, the tobacco will be bought by means of ninety-day bills, which can be renewed several times.

George Hardee Pays Brief Visit to New York

George W. Hardee, of the Gonzalez & Sanchez factory, of Jacksonville, Fla., spent four days in New York, last week, arriving on Washington's Birthday, he was accompanied by Mrs. Hardee.

When seen at the Hotel Astor, Mr. Hardee stated that their factory was rushed to its capacity on all their grades of clear Havana cigars, and that he was compelled to limit his trip North this year to a few days. He left for home on February 25th.

John W. Merriam, of Merriam Segar fame, had his trip interrupted by a sudden call back to New York last week and spent three or four days at the home office before returning to Chicago. Mr. Merriam said that the prosperity reports coming from the Middle West at least were not overdrawn if his order book was taken as a criterion.

PHILIPPINE TOBACCO BILL AMENDED

Commission Makes Important Changes Prior to Public Hearing—Board Reduced From Five to Three Members

PRIOR to the public hearing of the Commission Tobacco Port Regulation bill of the Philippine Islands, held on January 31st, several important amendments were made to it by the Commission in Manila.

The first important change was the reduction of the number of members of the board from five to three members, consisting of the Collector of Internal Revenue, the Director of Agriculture and a chairman to be appointed by the upper house of the Philippine legislature. The remuneration of the chairman of the board was placed at $10 per session day, and the salary of the secretary of the board at $400 per annum.

After some discussion, it was decided to leave in the bill the section stipulating that tobacco must be cured in a shed or warehouse constructed in accordance with the specifications drawn up by the board, but the entire section with regard to the employment of personnel was stricken out on motion of Vice-Governor Martin, who held that the provision that the board should authorize the bureau of internal revenue and agriculture to employ inspectors, was putting the board's authority above that of the directors of those bureaus. As the text now stands the board may make such recommendations in this regard as it sees fit, but has no authority to make the directors of the bureaus concerned adopt the same.

The inspection fee fixed by the act was changed, in so far as cigarettes are concerned, from one cent per 100 to one cent per each 250.

With regard to the return of damaged tobacco from the United States, there was quite a debate. Vice-Governor Martin wished to make it obligatory upon the dealers in foreign countries to destroy damaged products or to return them, with no other alternative, but it was finally decided that the local government would have no authority to compel dealers outside of its jurisdiction to destroy the tobacco in the event that the local exporters refused its return, and so it was finally decided to omit the words "or destroy" from the text entirely, thus making the disposition, if return is desired, contingent upon the wishes of the exporter here. The same section was also amended to make the government responsible for tobacco worm-eaten sixty days after arrival in foreign countries only, instead of six months, as the original text provided. Then, too, the governor-general was empowered by expeculative order to exempt exports to any one or more countries from the provisions of the measure should he deem such a course expedient.

With regard to the enforcement of the act, the bill was amended so as to make the director of agriculture, "with the approval of the secretary of public instruction," responsible for the execution and enforcement of the rules of the board relating to the cultivation of tobacco, and stipulation as to the possible overlapping of duties and conflict of powers between that official and the collector of internal revenue were entirely omitted.

In the section prescribing penalties, the text was changed so as to make it a misdemeanor to ship tobacco not bearing the inspection label, rather than tobacco not up to standard as the original text provided, and for the other provisions of the act, "knowing" violation was made essential to secure conviction. The penalty of a fine of not more than $500, or imprisonment for not more than six months, or both, was left unchanged.

The initial appropriation to meet the expenses connected with starting the work of the board was reduced from $12,500 to $6250, the governor-general and other members of the upper house apparently feeling that the money would soon be coming in from the collections for inspection, and that no more would be needed for a start.

Finally the bill was amended so as to make its penal provision of no effect until May 1st, although its other provisions will become effective immediately upon its enactment into law.—"Manila Daily Bulletin."

Trade Jottings

"Dry Climate" cigars, manufactured by the Solis Cigar Company, of Denver, Col., are being distributed locally by Prendergast & Russ, of Pueblo, Col.

"Marilyn", stated to be a high-grade Sumatra wrapped cigar, is the title of a new brand recently offered to the trade by the Bernard Lett Company, Boston, Mass.

Thomas Lipp has taken over the cigar store and pool parlor in the Socks Building, on Memorial Circle, Chambersburg, Pa., formerly owned by Frank D. Rhodes.

Steve Herz, of Luckett, Luchs & Lipscomb, Philadelphia, Pa., manufacturers of the popular "Reynaldo", was a recent visitor to the company's distributors in Cincinnati in the interests of the brand.

On a recent visit to A. Labowitch, Cleveland, O., distributor for "Lord Macauley" and "Marie Antionette" cigars, E. Kleiner, of E. Kleiner & Company, was favorably impressed with the demand for both brands.

Rumor has it that the United Cigar Stores Company is to open for business in Topeka, Kan., it being stated that the company has obtained a lease on one of the prominent corners of the city, in addition to having secured options on other locations.

Kansas City has taken well to the "El Dallo" cigar, manufactured by Wertheimer Brothers, Baltimore, Md., inasmuch as it may be had in nearly every store throughout the city. L. Denebeim is the local distributor for Wertheimer Brothers.

The Mooney-Mueller-Ward Company, Indianapolis, Ind., distributors of the "Dawn" cigar, manufactured by Sig. C. Mayer & Company, Philadelphia, Pa., were recently accorded a visit by James M. Preston, of the company, in the interests of the "Dawn" brand.

A deal having been completed whereby he obtains possession of a large brick block in the Tenth Ward, Oil City, Pa., Raymond W. Steber, son of F. A. Steber, cigar manufacturer, Warren, Pa., will in the near future establish on the premises, a cigar factory providing employment for more than a hundred hands.

Rosenthal Brothers & Bendetson, Boston, Mass., distributors for the well-known "Bold" cigar, manufactured by Bobrow Brothers, Philadelphia, were recently in receipt of a visit from Charles Bobrow, of the factory. Mr. Bobrow expressed himself as being well pleased with the work that is being done on his factory's brand.

Trade Accessories Offered by Brunhoff Company

In these days of advertising, with publicity daily revealing its many sides, one does not wonder that the cigar manufacturer occasionally becomes bewildered when there is a question of deciding for himself which course will best serve his interests.

The question has been answered, however, by various manufacturers through the use of advertising novelties for the retailers. They believe that by attaching messages concerning the excellence of their products, to those articles required by the retailer for constant use in the daily conduct of business, that they are not only serving themselves, but the retailer also. In addition to this, the good will thus created between the manufacturer and the retailer is no mean asset in itself.

To those manufacturers interested in this line of publicity, and under this heading is included humidors of various kinds and sizes, display fixtures for one or more cans, glass and metal change trays, cigar cutters, combined cigar cutters and lighters, box covers, etc., we would direct attention to the advertisement of the Brunhoff Manufacturing Company, to be found elsewhere in this issue. The Brunhoff Company have just recently issued a new catalogue, which is really worth the examination of any manufacturer desirous of securing novelties of the kind in question.

Live Windows Needed

There is a vast difference in the amount of good which different people get out of their window displays.

A great many grocery stores, we are obliged to admit, don't "work" their windows as they should, and as a natural result the windows do not work for them.

The windows must be kept alive. They must be made to tell a distinct, emphatic story to the people who pass by and look in.

You can't make a lively window without putting things there which will attract attention, and cause people to keep watch of the windows for interesting things.

One grocer we know of adopted a simple little plan for a lively window attraction which brought him good results. About Thursday of each week he put a big placard in his window saying:

"Watch this window after 6 o'clock Saturday afternoon. Don't miss it."

Then at 5 o'clock Saturday the curtains of the window are drawn, and the merchant puts into the window some especially attractive bargains. It may be a choice line of sundries, at ten cents each; it may be a display of bananas at a low price, or in the berry season, of berries at a low figure. It is bound to be something which will move fast, and attract instant attention. People have learned to watch for this Saturday night window, for it always holds something especially attractive.

Tom Murray, the famous Chicago clothier, makes his windows shout for him all the time simply by his ingeniously worded and always convincing placards, written with a blue pencil on big sheets of paper, and fastened to the glass.

About the most discouraging looking thing about a store can be its window. A stale window, which has a tired fly-specked look, indicates the same sort of a store back of the window, and repels, rather than attracts trade.

Keep the window fresh and lively. Keep the glass clean, and the woodwork freshly painted and gleaming. Keep the display constantly changing. One week is long enough for even the best window display under ordinary conditions.

The merchant who can't find fifty good window decorations a year in his establishment is certainly too slow to be in business in these hustling days.—"Merchants' Journal."

Ben Lesser Joins Salvador Sanchez y Ca.

BUSINESS change of interest to the trade is the addition of Ben Lesser to the firm of Salvador Sanchez y Ca., Tampa, Fla., manufacturers in bond of the widely known "Dulce" brand. Jerry Windmuller has been in Chicago for two weeks and the deal with Mr. Lesser was closed on Monday.

Ben Lesser

Mr. Lesser's partnership secures for him an interest in the firm equal with the interests of the other members. He will locate in Chicago, and will supervise the sales management of the firm's brands in connection with Adolph Meyers.

Mr. Lesser's connection with Salvador Sanchez y Ca., brings a high-grade man to the manufacturers of a splendid Havana brand. The "Dulce" cigar is made in bond and during the past five years has shown steady growth.

Following a meeting in Chicago between Jackson Kelly and Jerry Windmuller, the former severed his connection with Salvador Sanchez y Ca. This was followed by the entrance of Mr. Lesser to the firm. Mr. Kelly had been with Sanchez y Ca. since last September.

Mr. Kelly at once accepted a position with Ryan & Raphael, manufacturers of the "Lucius" brand, and will become their Eastern representative. Prior to his connection with Salvador Sanchez y Ca., Mr. Kelly was with Salomon Brothers & Stern, and through his efforts "Aplomo" cigars were made famous.

W. C. Camp first brought the "Lucius" brand to New York. It already enjoys a splendid clientele in exclusive club and restaurant circles, and Mr. Kelly will, no doubt, add greatly to the sales of this rapidly growing Havana brand.

Tobacco Statistics Show Marked Trade Improvement

Comparative data of the tax-paid products as indicated by the monthly sales of various stamps and receipts from certain sources of revenue, which appears in the statement of internal revenue collections for last January, indicate a considerable development of the use of tobacco in all forms as compared with January, 1915. As these products are generally classed among the luxuries, the figures show that the country is enjoying greater prosperity than in 1915.

The greatest increase is shown in the number of cigars and cigarettes listed. Small cigars were not so much used as the preceding year, but large cigars advanced from 473,370,147 to 510,786,983, and cigarettes, both large and small, showed a corresponding increase.

Products—	January 1915.	1916.
Cigars (large), No.	473,370,147	510,786,983
Cigars (small), No.	77,974,760	76,312,253
Cigarettes (large), No.	1,342,475	1,538,825
Cigarettes (small), No.	1,330,292,728	1,657,178,856
Snuff, manufactured, lbs.	2,649,770	2,671,048
Tobacco, chewing and smoking, lbs.	32,037,808	32,782,526

Porto Rican imports included in above statement were as follows: 5899 gallons rum, 8,200,520 large cigars, 20,000 large cigarettes, 316,000 small cigarettes.

CONTEMPORARY ANTICIPATED EMBARGO

Probabilities of Embargo Hinted at in January—Editor Calls Cigar Leaf Outlook Serious

LONDON contemporary, "Tobacco", calls attention to the situation which might arise in England if an embargo was placed on raw tobacco, as hinted at in a statement issued by Mr. Runciman on January 27th. As the embargo has been placed, the probable situation as viewed by our English contemporary is of more than passing interest, and we print it herewith:

"The heavy artillery of economic necessity and shipping difficulties is playing havoc with the tobacco trade. The reverberations of the Budget bombshell are hardly still before another shakeup is held in prospect. Our readers on the evening of January 27th read Mr. Runciman's statement, which included the words: 'The import of other articles and materials of a bulky nature may shortly be prohibited, including possibly raw tobacco, many building materials, furniture wood and veneers, some fruits. And, if necessary, the list may have to be extended until the strain on our tonnage is eased.'

"Now here is a matter of the utmost importance to everyone engaged in the trade. A meeting of the Tobacco Trade Section of the London Chamber of Commerce is being called to consider the crisis. It is understood that the meeting will draw up a petition to the Government asking that tobacco lying in American and other ports ready for shipment and of which merchants and manufacturers in this country hold bills of lading and invoices, be allowed to come forward. There is the financial side of the question. It is thought that the Government will do all it can to avoid any loss being sustained through the holding-up of supplies already purchased and the property of merchants in this country. Freights and insurance already, of course, were very high, but these have to be paid, and if facilities are afforded for getting over actual purchases they would be of great convenience to the trade, especially to the smaller firms which have not the stocks held by larger houses.

"While the difficulty of shipping now bids fair to be acute, it has for some time existed. In fact, there is a statement to the effect that some manufacturers hit upon the expedient of sending a ship over to the U. S. A. in ballast, and arranging for it to come back filled with leaf. The account goes on to record the voyage outward, the chief incident in which is reported to be the holding-up of a large proportion of the room in her for more essential commodities, a fraction only of the ship space being allocated to tobacco.

"It will be noted that Mr. Runciman's words are vague. However, a hint nowadays given by the Government must be closely attended to. The exigencies of war fill out the slightest word with what may be viewed as practical certainty. The words 'may be' shortly prohibited including 'possibly' raw tobacco, are vague enough, but they indicate a plain intention which, taken with other factors, lead members of the trade to view the pronouncement as a real hint of what must happen.

"The 'prohibition' of the import of raw tobacco would result in manufacturers having to live on the stocks they have and on merchants' stocks. Prices would be inevitably effected, as the law of supply and demand would cause the demand to exceed the supply. The question of whether leaf made dearer in this way could affect the price of the manufactured article would be one for time to show. Against such a contingency would be the keen competition which exists.

"There is one immediate step to be taken by every tobacconist, which is to not let even the shadow of price-cutting exist. It cannot be afforded in normal times; it would be additionally foolish now.

"One of the most serious features of the proposed prohibition relates to cigar leaf. If one broadly splits the trade into two large parts—one consisting of the pipe tobacco and cigarette part, and the other of the cigar trade—there is a notable distinction. For while pipe tobaccos and cigarette tobaccos are, generally speaking, held in considerable quantities in stock in this country, it is not so with the cigar trade. The practice in that trade has been to receive the tobacco from Holland in small lots as required—a hand-to-mouth policy in fact. Since the war began there has been congestion of the supply of seed leaf for fillers from America to Holland, in which country the leaf is stripped. So that less has been going into Holland, and a short supply to this market has caused manufacturers some inconvenience. On the top of this comes the Government's announcement of prohibition. It would mean a stoppage in a few weeks of many cigar manufacturers, others could go on for a few months, very few could exist as cigar manufacturers for a longer period. Hence from the cigarmakers' point of view any action by the Government ought to be restricted to pipe tobaccos and cigarette tobaccos, of which considerable stocks are held. Directly the cigar tobaccos are prohibited, cigar hands will be thrown out of work in large numbers, the cigarmaking being hand work in contradistinction to the production of pipe tobaccos and cigarettes, in which machinery plays so large a part."

Weyman-Bruton Annual Report Shows Increased Earnings

The annual report of the Weyman-Bruton Company for the year ended December 31, 1915, shows a surplus of $991,372, equal to 24.78 per cent. earned on the $4,000,000 common stock, against 22.97 per cent. on the same stock in the previous year.

The income account for the year ended December 31, 1915, compares as follows:

	1915.	1914.	1913.	1912.
Net inc. aft. chgs.	$1,271,372	$1,198,923	$1,229,478	$1,163,217
Pfd. divis.	280,000	280,000	280,000	280,000
Surplus ...	$991,372	$918,923	$949,478	$883,217
Com. div.	480,000	480,000	420,000	300,000
Surplus ...	$511,372	$438,923	$529,478	$583,217
Prev. surplus ..	429,072	390,149	660,671	77,454
Total surp.	$940,444	$829,072	$1,190,140	$660,671
Ex. scrip. div. ..	400,000	400,000	800,000	.....
P. & L. surplus	540,444	429,072	390,149	660,671

"United" Buys Old Wichita (Kan.) Cigar Stand

Having bought out the interests of S. A. Welsh and the Niles & Moser Company in the cigar and tobacco business conducted at the old "cigar corner", 201 East Douglas Avenue, Wichita, Kans., the United Cigar Company plans in its list of improvements to extend the front twenty feet along Market Street, with twenty-five feet on Douglass Avenue.

E. L. Nissly & Sons Busy Packing Tobacco

E. L. Nissly & Sons, Florin, Pa., are now busy packing tobacco, and are seeking men to assist in the work. It is considered unusual for there to be a shortage of men in Florin at this time of year, which leads to the conclusion that Florin is prospering.

Interesting Statistics From Philippine Islands

The following shows the shipments of cigars and cigarettes from the Philippine Islands to the United States during the years 1914 and 1915, not including those shipped as personal baggage and by mail:

1914.

Months	Number of Shipments	Number of Cigars	Number of Shipments	Number of Cigarettes
January	33	3,163,308	5	397,300
February ...	64	4,087,703	6	876,432
March	74	6,142,718	7	706,150
April	78	4,291,776	3	243,400
May	72	4,331,452	3	264,600
June	63	4,474,739	2	200,250
July	72	4,774,765	4	118,000
August	38	3,400,425	2	90,000
September ..	69	5,191,949	2	6,200
October	91	8,113,215	7	392,750
November ..	76	5,340,765	5	217,300
December ...	74	6,192,220	6	319,100
Total ...	804	59,505,035	52	3,831,482

1915.

Months	Number of Shipments	Number of Cigars	Number of Shipments	Number of Cigarettes
January	43	4,219,398	1	120,000
February ...	100	9,120,487	7	605,250
March	88	7,094,886	8	615,200
April	51	3,800,928	5	361,650
May	56	3,698,659	7	466,800
June	59	3,454,529	7	502,500
July	71	5,702,993	6	329,500
August	94	5,330,424	10	985,500
September ..	75	6,257,460	6	545,000
October	47	4,300,785	3	280,000
November ...	100	8,176,789	6	365,800
December ...	72	6,102,683	7	612,100
Total ...	856	67,260,021	73	5,789,300

The following is a comparative statement showing the exportation of cigars and cigarettes from the Philippine Islands for the years 1914 and 1915.

Months	Value of Shipments to United States		Value of Shipments Other Countries	
January	158,484	124,670	186,612	160,052
February	200,934	255,766	219,514	143,178
March	196,398	253,136	282,566	193,854
April	220,428	172,296	202,636	149,640
May	186,904	130,436	230,476	152,556
June	231,908	226,252	209,002	138,342
July	192,946	166,732	182,606	146,799
August	100,166	160,756	126,678	113,159
September	211,236	170,652	149,584	152,822
October	218,694	222,523	144,080	132,624
November	245,928	280,674	157,388	193,776
December	236,226	138,551	138,924	135,359
Total	2,400,252	2,302,444	2,230,066	1,812,161

*Zamboanga and Balabac for December, 1915, not included.

Henry M. Duys, of H. Duys & Company, returned to New York last week after a brief stay at Hot Springs, Va., subsequent to his recent deep bereavement in the loss of his wife.

It is reported that the Waukesha Cigar Company, Waukesha, Wis., are to lease for their own use on its completion, the new building which is shortly to be erected on the property adjacent to the Blair foundry, on Broadway, that city.

BUYERS SAIL FOR INSCRIPTIONS

"Nieuw Amsterdam" 1916's Tobacco Ship—Leading Importing Houses Representing United States Expected to Be Important Buying Factor—

New York, February 28, 1916.
(Special to "The Tobacco World.")

THERE was plenty of excitement and many familiar trade figures at the dock of the big Holland-American liner, "Nieuw Amsterdam", while she was preparing to sail today for Rotterdam, with a delegation of American buyers enroute to the Amsterdam inscriptions.

The omission of the trip last year seemed to add particular interest to this year's journey, and the trifling delay experienced in getting the big liner off seemed to whet the appetite of the travelers.

All of the leading Sumatra importing houses were represented in the party, and almost without exception the opinion was that the United States would be one of the most important buying factors at the sales. Under the revised schedule of inscriptions, the first will be held in Amsterdam on March 17th, so that if the "Nieuw Amsterdam" is held up by the British authorities, it will probably give the tobacco men only a few days at Amsterdam before the sale is opened. They are figuring on a fourteen day journey at least. The inscription dates as now arranged are March 17th, March 24th, March 31st and April 7th; the latter two dates, however, might be subject to change.

The voyagers included: A. Bijur, of E. Rosenwald & Brother, and Mrs. Bijur; John H. Duys, of H. Duys & Company, and Mrs. Duys; H. S. Rothchild, of Cullam Brothers; A. J. Carroll, of H. Fendrich, Evansville, Ind.; Harry Spingarn, Edgar Pretzfeld, Louis Schramm, of Morris Rosenberg & Company, and Mrs. Schramm; Samuel Bayuk, of Bayuk Brothers Company, Philadelphia; Charles Waxelbaum and Henry Fisher, of C. J. Waxelbaum & Company; S. Meyer, United Cigar Manufacturers Company; Wm. Quanjer, of Kruse, Quanjer & Company; Louis Hirsch and Leopold Schmid.

Preliminary reports about the Sumatra crop are of a favorable nature according to advices received here in the United States, both from Sumatra and from Amsterdam. The run of light goods for wrappers is notable.

Schinasi Brothers to Join Tobacco Products

Upon reliable authority, it is announced that the many rumors which have been prevalent in the trade for quite a time relative to the merger of Schinasi Brothers, the well-known cigarette manufacturers, and the Tobacco Products Corporation have been at last given verification, in that the merger is reported to have taken place during the past fortnight. This identification of Schinasi Brothers with the Tobacco Products Company will doubtless augur well for the future of "Naturals" and "Prettiest" cigarettes. Combined with "Melachrino", "Rameses", "Royal Nestors" and "Milo", the future augurs well for these companies.

"Smokarol" Decision Classes It as Tobacco

A decision by Secretary of the Treasury McAdoo classes the "Smokarol" as tobacco, and not as a cigarette. The "Smokarol" is a new form in which "Velvet" tobacco is now put up, and the R. J. Reynolds Tobacco Company appealed for a decision, claiming that "Smokarol" should be classed and taxed as a cigarette. The decision of Secretary McAdoo agrees with that of Commissioner of Internal Revenue Osborn, who held that the "Smokarol" was properly classified as tobacco and rightly taxed as such.

Death of Henry H. Sheip

Following a long illness, Henry H. Sheip, founder and president of the Henry H. Sheip Manufacturing Company, manufacturers of cigar boxes, with factories at Sixth Street and Columbia Avenue, died on the evening of February 24th at his home on Old York Road. Although ill for years, Mr. Sheip had been able to get about until Sunday, when, after a visit, he was seized with convulsions upon his return home. From that moment his death was expected at any time. This is the first time in many years that Mr. Sheip had not gone to Florida, where he has several orange groves.

Henry H. Sheip

Mr. Sheip founded the Henry H. Sheip Manufacturing Company in 1876. In 1880 Harrison Landis was admitted into the partnership, and in 1899 the business was incorporated. The plant of this concern now comprises in all fourteen mill buildings in the vicinity of Sixth Street and Columbia Avenue, besides a large plant in Tampa, Fla. In addition to the factories there are also half a dozen lumber yards, with a capacity for storing more than 10,000,000 feet of lumber.

The deceased was a native of Pennsburg, Upper Montgomery County, the son of Levenus Sheip, and when he started in the business in 1876 he was his own entire working force. Today his company employs one thousand men, and its market is the whole world. When the rush for war supplies came on he was asked to turn his factories over to the making of gun stocks and ammunition boxes, but he declined, explaining that in his old age he did not wish even indirectly to be connected with the killing of his fellowmen.

Mr. Sheip found a lot of time aside from his business to devote to church work and philanthropy. He was a gifted singer, and for many years led a church choir. He was a member of the Oak Lane Presbyterian Church, a prominent member of the Presbyterian Synod and an active member of the Presbyterian Social Union. He was a director of the Franklin Trust Company and a member of the Manufacturers', Columbia and Old York Road Country Clubs.

Besides his daughter, Mrs. Edmund N. Lippincott, he is survived by Mrs. Sheip, and a son, Henry L. Sheip. Two brothers, Jerome Sheip and Granville Sheip, survive him, as do two sisters, Mrs. Anna Keppler and Mrs. William Wolfiner.

The funeral of Mr. Sheip was held Monday afternoon from his home, Oak Lane Avenue, below Old York Road. The services were conducted by the Rev. E. J. Humeston, pastor of the Oak Lane Presbyterian Church, assisted by the Rev. W. Barnes Lower, pastor of the Wyncote Presbyterian Church.

The pallbearers were George Fry, S. B. Vrooman, Frank Munn, Reuben Artkush, J. Eifert and M. Uptagrove.

The Use of Trading Stamps in Canada

Notwithstanding legislation restricting their distribution, trading stamps or coupons are used to a considerable extent in Canada. Under the Dominion act of 1905 trading stamps are prohibited which are redeemable (1) by any person other than the vendor, or the person from whom he purchased the goods, or the manufacturer of the goods; or (2) by the vendor, or the person from whom he purchased the goods, or the manufacturer of the goods, in cash or goods not his property, or not his exclusive property; or (3) by the vendor elsewhere than in the premises where such goods are purchased, or which do not show upon their face the place of delivery and the merchantable value thereof, or are not redeemable at any time.

In order, therefore, to comply with the provisions of the act it is necessary that trading-stamp devices should be redeemable by the vendor, or the person from whom he purchased the goods, in cash or goods which are his property. They must be redeemable upon the premises where such goods are purchased, or must show upon their face the place of delivery and the merchantable value of the goods, and they must be redeemable at any time. Accordingly trading stamps or coupons are so printed as to comply with these requirements.

As stated, such coupons are used to a considerable extent in Canada, and the legislation does not seem to have had any special effect upon selling schemes except in the particulars required by the statute.—"Commerce Reports."

Edward F. Harrison

Following a connection covering a period of forty-two years, Edward F. Harrison, identified with the Armstrong Company, Boston, Mass., which maintains a series of restaurants in railroad terminals, died at his home, in Charlestown, during the past fortnight. For some time Mr. Harrison had been manager of the cigar department of the Armstrong Company, with headquarters at the North Station. He is survived by his widow. The deceased was sixty-seven years old.

Salem Smoke Shop Attracts Attention

Listed among recent openings in the trade was that of the Salem Smoke Shops, located at 222 Essex Street, Salem, Mass. The store which is owned by Phil Barrant is modern in every respect, and attracted much attention by the beauty of the fixtures, they being of solid mahogany, supplemented by triple-plate glass. "Bank Note", "El Roi-Tan", "Robert Burns", "Chesterfield" and "Little Bobbies" are among some of the brands carried.

Trade Jottings

The "Cortez Panatella" has been added by the Odell Cigar Company, Louisville, Ky., to its line of other "Cortez" cigars.

The "Flor de Bustillo" line of cigars has been taken on for distribution by the C. C. Snider Cigar Company, Birmingham, Ala.

An attractive window display on "Fifty-Six" cigarettes was recently featured by the Fisher Cigar Company, Minneapolis, Minn.

"Rodena", manufactured by Lincoln & Ulmer, has been taken on for distribution in six sizes by E. G. Levy, of Little Rock, Ark.

S. & F. Fleitas, Key West, Fla., are expressing keen satisfaction relative to the orders they are receiving on their "Homerica" cigar.

Some nice business is reported at the Mi Favorita Cigar factory, Key West, Fla., on "Mi Favorita", "Lobelia" and "El Telegrafo" brands.

Many, Blanc & Company, Chicago, Ill., report increasing sales on the "Flor de Gonzales & Sanchez" Havana cigars, which they distribute.

The Cordove Cigar Company, Denver, Col., reports excellent business on the following brands: "El Roi-Tan", "Cubanola", "Class" and "Osmundo."

The Freed-Fisher Company, Nashville, Tenn., is oversold on "John Ruskin" cigars. This brand is manufactured by the I. Lewis Cigar Manufacturing Company, of Newark, N. J.

"Tampa's Best Seller" is the daring inscription utilized at home by Lilly, Dungan & Company, of Baltimore, to direct attention to the "C. H. S." cigar, which they offer to the trade.

Recently, the William A. Stickney Cigar Company, St. Louis, Mo., devoted a number of its windows to displays on the "Tungsten" cigar, made by Jeitles & Blumenthal, of Philadelphia.

S. Frieder & Son, Cincinnati, O., distributors of the "Bella Mundo" cigar, manufactured by Neuman & Mayer, Philadelphia, Pa., were recently accorded a visit by Morris D. Neuman, of the company.

Charles Breneiser's Sons, Seventh and Penn streets, Reading, Pa., report satisfactory business on the "Recall" cigar, which they feature in adjacent districts. The "Recall" is manufactured by Bobrow Brothers, Philadelphia, Pa. The "Bold", Bobrow Brothers' leader, is also distributed by the Breneiser concern.

"In-B-Tween" cigars manufactured by Kraus & Company, local distributors for the brand, only recently sethe smokers of Toledo, O. This is decidedly encouraging in view of the fact that Walding, Kinnan & Marvin Company, of Baltimore, are making a favorable impression on cured their second shipment on the cigar.

Imagination in Business

In a recent issue of "The Atlantic Monthly," Mr. L. F. Leland, writes upon "Imagination in Business," and we quote the following from his article:

"I believe that imagination is as valuable—I do not say as essential, but as valuable—in the management of trade as in any of the arts. It is as valuable, it is as applicable, and with the single exception of the art of literature it is as essential.

"Imagination, then, is the ability, upon seeing any object, to construct around that object its probable or possible environment; thus, apprehending any force, to realize what produced it and what it will produce. The man of imagination writes a drama. His dramatic instinct apprehends the power of contrasts; he constructs a plot; he realizes what each person will do and why he will do it. His characters take possession of his will; they act out their own destiny—often against their author's own desire. He relates it all together.

"It must be remembered always that it is not the price of an article which is important, but the reason for the price. This is one of the backbone truths of merchandising, and when once a seller gets a firm hold of this fact and is able to apply it in its highest efficiency he can almost devastate the trade. I have seen on more than one occasion the delight with which a retail advertiser first clearly grasps this idea. We can detect something of it in one of the illustrations just used; but now what is the reason which underlies this law. Is it not this: That the argument for the price is the imaginative part of the transaction; the price itself is absolutely unimaginative. Admit that the reason for the price is an important thing in the transaction, and that a high price with a good reason will sell more goods than a low price with a poor reason, and it is only reaffirming, in another form, the potentiality of the imagination in business.

"The bankrupt stock, the fire sale, the manufacturer's remnants, the annual clearance, the removal sale, the dissolution-of-partnership sale—what are these, and many more, but arguments for the price? And note this one point: that without the argument the price is powerless. Reduce your fur-lined overcoats from $100 to $60, and your liberal discount attracts little attention. Why? Because there is no reasonable explanation for the reduction. Why should you present overcoats to the public? But announce that, owing to an expiration of your lease and the imperative command that you vacate your present store within two weeks, you will reduce the price of your fur-lined overcoats from $100 to $80, and you may sell easily all you have to offer."

Edward Wise Becomes President of "United"

At a recent meeting of the directors of the United Cigar Stores Company, Edward Wise, formerly a vice-president of the company, was elected president. Mr. Wise has been connected with the organization for fourteen years and has been a close associate of George J. Whelan ever since the inception of the chain.

Mr. Wise is one of the youngest men associated with the remarkable group who have made the "United" stores the largest chain in the world. He is in the prime of life and is well fitted by experience and ability for the position to which he has been elected.

At the same meeting John F. Whelan, formerly treasurer, was elected to succeed Mr. Wise as vice-president and George Wattley to succeed Mr. Whelan as treasurer. Charles A. Whelan, who resigned in favor of Mr. Wise, continues as president of the United Cigar Stores Company of America.

New Orleans

"Mardi Gras" Season in Full Swing—Twenty Thousand Visitors Boost Retail Sales—Phil. Mayer & Son Increase Capacity of Plant—"Velvet Smokarols" Instantaneous Hit

New Orleans, La., Feb. 24, 1916.

MANUFACTURERS and retailers alike are in the midst of what is their busiest season. The demand has been so great that many local manufacturers and jobbers are curtailing on advertising, due to the fact that their supply is limited and the demand seemingly unlimited. One jobber reports that he is receiving weekly 25,000 cigars in addition to his regular stock shipments on this particular brand. The retailers have no kick coming either, as the Mardi Gras season is on in full swing. At least 20,000 visitors are in the city, the hotels are crowded to their utmost capacity, and local cigarmen are wearing the smile that won't come off.

Miss Ray Probette, formerly with the St. Charles Hotel stand, now is with W. H. Gilly, in the Hennen Building.

Another woman has invaded the local field. This is Miss Ella Anders, who has opened a well-stocked store at 122 Royal Street. She is featuring "El Roi Tans", and reports that her biggest sales are with the Favorita size of this brand.

The demand for "Class" and "Seidenettes" is keeping up, reports Frank Paul, manager of H. T. Cottam & Company. Mr. Paul has extra shipments coming here every week, but still is away behind in filling orders.

A Mardi Gras visit is expected from W. P. Rison, vice-president of the Havana-American Tobacco Company, who is in Key West, and will make a swing of the Gulf States territory before he returns to his home stamping grounds.

Joseph V. Roco, of the Royal Distributing Company, was operated upon at a local hospital this week following a sudden and serious illness. The last report stated Mr. Roco was getting along as well as could be expected.

Increase of the capacity of their plant, the placing of new machinery, which had been held in reserve, and enjoyment of the biggest business their factory has ever known, was the report secured from Phil. D. Mayer & Son, Limited, 333 Girod Street. Their January business was the largest in their history, and at least 10 per cent. greater than any other month. "El Cubos" was their largest seller, but their other brands went as well. According to Mr. Mayer, Jr., February will be another whopping month.

Among the more prominent visitors who called on the trade this month were: Joseph Gans, of Gans Brothers, New York, and Jerome Waller, of Rosenstadt-Waller, New York.

George C. Mayer, of Phil. D. Mayer & Son, Limited, sails for Havana and Porto Rico, March 1, on his annual leaf purchasing trip for his company.

The two Canal Street stores of U. Koen & Company are installing very attractive displays for the Mardi Gras season, featuring "Mino" goods. The display at St. Charles and Canal Streets consists of assorted tobaccos and "Forget Me Not" cigars, and at Canal and Carondelet of "La Belle Imperias", another New Orleans product. George P. Marks, for thirteen years connected with the Koen string, formerly general manager, now is bossing the St. Charles Street store.

Perry Bland, with headquarters at Brevoort Hotel, Chicago, has been named Western representative of Phil. D. Mayer & Son, Limited. This is the first time "El Cubos" have invaded the Western field.

Edward Hecht, of the E. H. Gato Company, and E. S. Rosenthal, of the M. Gunst Company, are in the city, and have apartments at the Grunewald Hotel.

"La Docilla", an Arango, Villazon y Ca. product, and "In-B-Tweens", are new leaders at the Hotel Grunewald stand, and are being featured by Manager Tom Leech.

A brand new product was foisted upon the New Orleans public recently and won instantaneous success. I refer to "Velvet Smokarols", which are being introduced by Liggett & Myers. The introductory shipment was sold to the United Cigar Stores, and a number of local dealers immediately fell into line.

The Hernsheim Company tells me that they have room for three hundred more hands, either men or women cigarmakers. This factory has been running steadily in an effort to keep up with the demand for "Kings Court". Mr. R. B. Rogers told "Tobacco World's" correspondent that the factory would run a double shift if they are able to secure the requisite number of cigarmakers.

"Nenas", the extremely popular product of the Reguera & Berengher factory, has been placed on the majority of trains running out of New Orleans through the recent enterprise of Mr. Berengher, who signed a contract with M. Miller, president and general manager of the Crescent News and Hotel Company. Mr. Berengher states that Mr. Miller probably will place "Nenas" in his numerous hotels throughout the South.

A highly interesting report came from Mr. Rogers, of the Hernsheim Company, when I visited their Magazine Street factory this week. Mr. Rogers told me that the Hon. John R. Thompson, Mayor of Chicago and owner of the Thompson chain of restaurants, has written him a letter highly commendatory of "Kings Courts". Mr. Thompson accepted a few thousand "Kings Courts" on a trial order, and they proved such a success with Thompson patrons, that he is placing the brand in his numerous restaurants throughout the country. Mr. Thompson's highly encouraging letter has been copied and sent broadcast to all Hernsheim salesmen to encourage selling effort. Mr. Black also told me that A. Wilson, formerly with the Albert Mackie Grocery Company, had been placed to assist Leo Lindheim, their city salesman.

S. M. Dayton, the cigar manufacturer, who made "Daytons" famous in New Orleans, has moved his factory from the Federal Reserve Bank Building, in Carondelet Street, to 1411 Canal Street.

Again a shortage of cigarmakers is reported. The Hernsheim Company, Limited, manufacturers of "Kings Courts", recently announced they would take on one hundred experienced cigarmakers at their Magazine Street factory.

Mrs. Alma Murphy, formerly with the Crescent City Cigar and Tobacco Company, and Oscar Rigaud, has been added to the staff Manager W. B. Moore has gathered for his St. Charles Hotel cigar stand.

The United Cigar Stores in their usually attractive windows have recently put on an unusually attractive display of Gillette safety razors.

Victor F. Roco, half-owner of the Royal Distributing Company, was arrested on February 9th, and charged with selling tips on the New Orleans races. Mr. Roco vigorously denied the charge, and prepared to fight the case in court.

P. S. Hill, president of the American Tobacco Company, recently made a tour of the Gulf States. Mr. Hill went to the heart of every jobber and dealer he visited, and he visited many, by the message of optimism he carried.

A. J. B.

A Gumless Cigar Band

GARRETT H. SMITH, the United States and Canadian representative of Compania Litografica de la Habana, New York office, 106 East Nineteenth Street, New York City, is offering to the trade this new, simple, economical, yet effective, cigar band, patents applied for.

This band eliminates the necessity for the employment of gum or adhesive to unite the free ends, whereby injury to the health and to the cigar itself is minimized.

It is well known that the function of a cigar band is for the purpose of identifying the manufacture of a particular cigar, as well as for designating the different brands of a single manufacturer.

Fig. 1.

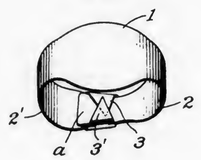


Fig. 2.

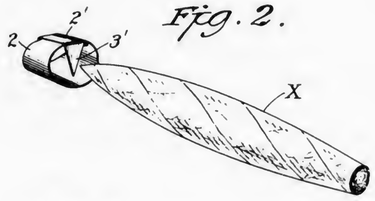


Fig. 3.

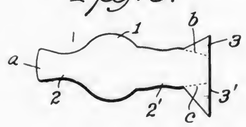
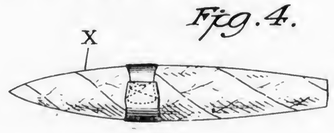


Fig. 4.



The use of an adhesive on either end of a cigar band is an objection in the trade because of the unsanitary nature of applying the same, the usual method being in moistening such adhesive with the lips of the operative who in many cases, if she is not extremely careful to bring the ends in exact register, causes the gum or adhesive to also stick to the wrapper of the cigar.

As a result, when it is desired to remove this old-fashioned band from the cigar (and this is almost invariably done immediately the user commences to smoke same), a small portion of the wrapper is torn away, affecting the drawing qualities, and sometimes spoiling the cigar entirely.

Figure 1 is a perspective view of the same isolated from the wrapper but showing the same in a closed position.

Figure 2 is a similar perspective view showing the method of applying the same to the cigar.

Figure 3 is a developed view of the improved band.

Figure 4 is a perspective view of a cigar with the band applied thereto.

Referring to the drawings and the construction shown therein, the reference numeral 1 designates the usual shield carrying portion of a cigar band, the same having integral reduced arms 2, 2', the arm 2 as shown is flared or bulging at its end a and the arm 2' is provided at its outer end with two integral flaps 3, 3' preferably triangular in configuration, as shown. These flaps are formed by folding the end 2' along the converging creases b and c. The flap 3, as shown, is preferably shorter than the tab 3 and when it is desired to apply the said band to a cigar, it is merely necessary to fold the flap 3 around the end 2 at a point sufficiently distant from the terminal margin thereof to permit of said margin of the end 2 projecting beyond the inner oblique edge of the flap 3 as shown in Figs. 1 and 4. The band, in the form of an annulus, is then held in the position shown in Fig. 2 and the butt end or tucked end of the cigar is brought in contact with the flap 3', forcing the same to overlap the flap 3 and thus effectively locking the enlarged or flared end 2' of the band between these two overlapping flaps.

Owing to the fact that these flaps as stated are formed by creasing the enlarged end 2' along the oblique lines c and d, it is obvious that any attempt to remove this band or any pressure exerted by the cigar, when a band is forced upon a cigar slightly larger than the normal diameter of the band, will cause the two arms 2, 2' of the band to be tightly wedged together and effectively held against displacement with respect to each other.

The invention in practice is easy to apply to cigars, and is economical and labor saving. For convenience in removing the band from the cigar, carrying this new band, all that is necessary is to insert the finger nail under the edge between the two flaps 3 and 3' and lift, removing the tension, and the band is immediately taken from the cigar without injuring the wrapper.

As is apparent from the foregoing, the operative merely needs to fold the small flap 3 across the end 2 and pinch the said flap so as to retain the end 2 while inserting the cigar. When the butt end of the cigar, as it is inserted into the folded band, engages the obstructing flap 3' as shown in Fig. 2, said flap will be forced inwardly and across the flap 3 thereby effectively locking the flared end a between the said flaps.

Opperman to Open Fifth Stand in Johnstown

Effective March 1st, Louis H. Opperman, who conducts four retail stands at Johnstown, Pa., takes over the well-known cigar stand in McAteer's Cafe, that city. According to the agreement recently made by Mr. Opperman, the space formerly utilized by the McAteer stand is to be practically doubled, the plans as at present outlined also calling for a rearrangement of the front window. New show cases are to be installed. At this latest stand, Mr. Opperman will carry his usual line of standard goods, following the same policy carried on in connection with his four other stands.

The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, February 22, 1916.

WHILE the amount of sales during the past fortnight has been less in volume than in the previous fortnight, nevertheless we may justly call the market an active one. The Trust has continued to purchase upon a liberal scale all kinds of leaf tobacco for its various factories here as well as in the United States. Exporters for Europe have also operated to quite an extent, and our local independent factories secured a number of Vuelta Abajo vegas which still remained in first hands of the 1914 growth. There were also various shippers to the South American Republics, and the French Government increased its stocks of leaf tobacco in our market, so the business has been well distributed in all directions, notwithstanding the few American buyers in town.

Stocks have greatly decreased during the last six to seven weeks, and while there still remain enough vegas of Vuelta Abajo and Remedios to pick from, future buyers must not expect to find a large selection of fine class tobaccos. The 1915 crop of Vuelta Abajo continues to be neglected, and while the holders would be willing to accept very low figures, buyers have so far fought shy of this kind of leaf. There are mostly only remnants left of the 1914 growth. Stocks of Partido are no longer abundant, and as far as Remedios is concerned there has been more call of late for the 1914 leaf, than of the last crop, as the choicest escogidas and vegas have changed hands. The low grades are nearly exhausted, having been purchased by exporters for Europe, and our local cigarette manufacturers.

Crop prospects have not improved, as only very light rains have fallen in a few isolated spots in the Santa Clara province, while the Vuelta Abajo region has had no showers, and how the quality will turn out remains to be seen yet. The Partido leaf, while also short in volume may, however, furnish the most suitable leaf for cigar manufacturers. Some people say, that there is still some hope for Remedios to furnish good capaduras, if some good rainshower should fall this month.

Sales during the past fortnight totaled 19,168 bales, which divided represented: Vuelta Abajo and Semi Vuelta, 7145; Partido, 544; and Remedios, 11,479 bales.

Buyers were: Americans, 8623; exporters to Europe, 3252; shippers to South America, 1355; and our local manufacturers of cigars and cigarettes, 5938 bales.

Exports of leaf tobacco from the port of Havana, from January 30 to February 15, 1916, totaled 11,517 bales, which were distributed to the following countries, viz.: To all ports of the United States, 9640; to Canada, 522; to the Argentine Republic, 835; to Uruguay, 510; and to Chile, 10 bales.

Receipts of Leaf Tobacco From the Country

From January 29, to February 11, 1916.		Since January 1, 1916.	
Vuelta Abajo	645 bales	3,418 bales	
Semi Vuelta	162 "	432	"
Partido	108 "	367	"
Remedios	1,684 "	5,494	"
Oreinte	..... "	1,557	"
Total	2,599 "	Total 11,268	"

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Max Rosenblum, of the Edwin Cigar Company; Joseph Cullman, of Cullman Brothers; Eugenio Lopez, of Eugenio Lopez & Company; and Ted Smith, of Hinsdale Smith & Company.

From Chicago: Peter Wohl, of the Wohl-Comstock Company; and Fred Meyer, of John H. Meyer & Sons.

From Boston: William E. Waterman, president of Wait & Bond, Inc.

From Albany: G. Horton, of Van Slyke & Horton.

From Key West: Vivian M. Myers, of the Cortez Cigar Company; and A. W. Arnold, president of the "Mi Favorita" Cigar Company.

From Montreal: J. M. Fortier, of J. M. Fortier.

Departures—To New York: Benito Rovira, S. M. Wallach, Lewis Cantor, Sidney Goldberg, Joseph Cullman, and Max Rosenblum.

To Philadelphia: Felix Eckerson.

To Tampa: Edgar J. Stachelberg.

To Boston: William E. Waterman.

To Spain: Jose A. Kindelan, Pedro Rojas, Francisco and Jose Torros-Gener.

Leaf Tobacco

The principal sellers were: Aixala & Company, 2052 bales; Selgas & Company, 1300; Jose C. Puente & Company, 1215; Jose Menendez, 1115; Manuel Herrera, 1110; Manuel A. Suarez & Company, 800; Herrera, Calmet & Company, 762; Candido Obeso, 733; Miguel Gutierrez & Hijo, 700; Camejo & La Paz, 680; Perez M. & Hermanos, 500; Gonzalez Hermanos & Company, 407; Gutierrez & Foyo, 400; Jose F. Rocha, 359; and others of less importance.

The principal buyers were: The Trust, 6839 bales; J. F. Berndes & Company, 3125; G. Falk & Brother, of New York, 1670, additional; Leslie Pantin, again, 1500; Jose Lovera & Company, of Tampa, 1200; Mark A. Pollack, 1100; Walter Sutter & Company, 881; Romeo y Julieta, 500; Por Larranaga, 500; Adolfo Moeller, 500; Perfecto Garcia & Brother, of Tampa, 265 bales, etc.

A. Gornitszka, the buyer of the Swedish Tobacco Regie, passed through our city, bound for Buenos Aires, but without having purchased any leaf, as per our advices.

Por Larranaga has produced a new size of small cigars, like a panatela in shape, but without any head, which is called "Entredias", and is retailing here at twenty cents for five cigars. It is a very satisfying aromatic smoke, and which has taken like wildfire. It is now being introduced into the American market, and we do not doubt but that it will achieve the same success in the North.

W. Armbrecht has moved his office from 118 Amistad Street, to 108 Amistad Street, where he has more spacious and comfortable quarters.

B. Wasserman, of the B. Wasserman Company, of New York, large importers of our cigars, arrived here last week, and is leaving good orders with our manufacturers.

Shippers above 200 bales of tobacco for two weeks ending February 15th, were:

Virgilio Suarez, 2071 bales; H. Upmann & Company, 1190 bales; J. F. Berndes & Company, 940; Mark A. Pollack, 740 bales; J. Bernheim & Son, 669 bales; Cuban Land and Leaf Tobacco Company, 591 bales; Leslie Pantin, 551 bales; E. Ellinger & Company, 521 bales; Bridat & Company, 516 bales; Maximilian Stern, 415 bales; Menendez & Company, 402 bales; Manuel Suarez, 397 bales; Walter Sutter & Company, 304 bales; M. A. Suarez & Company, 290 bales; B. Martinez, 265 bales; J. Suarez & Company, 230 bales; Rodriguez, Menendez & Company, 201 bales.

Oretaniv.

Certain Tobacco Exports Declared Illegal

Instructions have been sent to the Collectors of Customs by the Treasury Department to stop the exportation of leaf tobacco with the intent of reimporting it. Under Article 999 of the Customs Regulations of 1915 such is held not to constitute a bona fide exportation. The Department instructed the collectors as follows:

"The Department's attention has been invited to the practice of withdrawing leaf tobacco from warehouses for shipment to contiguous foreign territory with an intention to return the same to the United States in order to secure an extension of the warehouse period, or in order that duties might be assessed upon a less weight than that found at the time of original importation, and also to cases in which theatrical effects entered under six months' bond are shipped to a contiguous foreign country and subsequently returned to the United States with a view to extending the time during which such effects may be used in the United States without the payment of duty.

"You are therefore hereby directed whenever entry is offered of tobacco, theatrical effects and similar articles from contiguous foreign territory, to make an inquiry before accepting the entry, to determine whether or not such articles or effects were sent abroad with an intention to return the same. If it should be found that the exportation was not a bona fide one, entry should not be accepted, the amount of the duties assessed at the port of original importation should be ascertained and the goods released only on the payment of such duties, or for immediate exportation."

Cigar Men at Quantanamo

Several of the prominent New York representatives of imported cigars were down in Cuba last month, and a number of them made the trip out to the United States Naval Station at Quantanamo. At one time the visitors there included Robert E. Lane, of the Partagas factory, Francis Taylor, of Rey El Mundo factory, B. F. Alexander, of Fernandez y Garcia, and Mr. Healey, all of whom are prominent trade lights along Broadway.

American Tobacco to Show Full Dividend Earned

As regards rumors to the effect that the American Tobacco Company would be unable to show full dividends earned on the business of the past year the "Wall Street Journal" prints the following:

"Decline in American Tobacco common to the record low price since the disintegration of the old tobacco combination is a reflection of the belief that the earnings statement to be issued early next month will be unsatisfactory.

"Dow, Jones & Company are in a position to state that this statement will show the full dividend earned on that common stock with a slight surplus.

"Furthermore there has been no consideration of any cut in the common dividend rate. In fact, at a meeting of the executive committee of the company it was decided that as long as the earnings are equal to 20 per cent. of the common stock the present rate will be maintained.

"The fact that the American Tobacco Company would lose its income from the Imperial Tobacco Company was taken into consideration at the start of 1915. This loss amounted to $500,000 a year. Directors believed, however, that with a $35,000,000 surplus there was no reason to lower the dividend rate in 1915 as long as it was earned. The same feeling prevails today, as far as dividend policy for 1916 is concerned.

"As stated above, the loss to the American Tobacco Company in income, through the distribution of the shares of the Imperial Tobacco Company, among the American Tobacco common stockholders amounts to $500,000 a year. This is 1 1-5 per cent. on the $10,242,400 common stock outstanding. In other words, earnings of over 20 per cent. on the American Tobacco common stock last year mean that actual earnings were slightly better than in 1914 when 21 per cent was shown for the common stock, including Imperial Tobacco revenue.

"There are a number of reasons for believing the American Tobacco Company will earn 3 or 4 per cent. more for its common stock this year than last. One reason is the general betterment in tobacco conditions. Another represents the several hundred thousand dollars that the American Tobacco Company will secure this year from one of its subsidiaries now at work on a war order. In fact, the revenue from this war order, it is understood, will be equal this year to the amount received in 1914 from the Imperial Tobacco Company.

"The American Cigar Company is a subsidiary of the American Tobacco Company. The cigar concern is understood to have earned about 13 per cent. for its common stock in 1915 compared with 9.08 per cent. in 1914.

"Of the $10,000,000 common stock of the cigar company the American Tobacco Company owns seventy per cent. Its revenue from this source last year, therefore, amounted to $420,000, while there was $490,000 applicable to the American Tobacco Company not taken over. It would not be surprising to see an increase in the American Cigar Company's common dividend rate in the near future."

Tobacco Buyers Numerous in Hartford

For the past three weeks tobacco buyers representing nearly every tobacco concern, with the exception of the American Tobacco Company, have been busy in East Hartford, Conn. Despite the seemingly low prices which are this year being paid for the crop, the farmers have no trouble in disposing of the fillers, the poorest grade of the crop, which is this year selling from 6¼ to 20 cents a pound.

The prices reported paid for the good grades range from 25 to 30 cents a pound, but the majority of the crops have sold for about 27 cents a pound.

San Francisco

More Activity in the Trade Than for Many Months—Herman Moss Back on the Coast—Vice-President M. H. Esberg Returns to His Desk—Judell & Company to Sell "Lillian Russell" Brand

San Francisco, February 19, 1916.

THE past two weeks of fine weather have put the local trade in fine trim; and just at present there is more activity than for many months past. Salesmen, both city and country, are out after orders; and the latter are reported to be coming in more freely than for more than a year. A number of traveling men from the East have also been here since the early days of February; and without exception these have found good conditions on the way out as well as on the Coast.

Edward Wolf, San Francisco representative of H. Anton Bock & Company's "Don Antonio" cigars, returned a few days ago from a short run into the Sacramento Valley. He paid a visit to the Mebius & Drescher Company of Sacremento, jobbers carrying the "Don Antonio" as a leader, and found them ready for a big sale on this line.

The Peganini-Bricca Company, manufacturers and wholesalers, who have heretofore specialized almost entirely on Italian cigars, are now branching out and have taken on the various brands of Boltz, Clymer & Company, which they will feature extensively throughout northern and central California. R. E. Starr, Pacific Coast representative of Boltz, Clymer & Company, arranged the deal with the new distributors. Heretofore Boltz, Clymer & Company have attended to their own distribution through a local branch store.

Conradi & Goldberg, local wholesalers who have for some time been featuring their "La Sierra" cigar, have got out a winning bit of advertising in the shape of a comic post card by Roy Goldberg, the well-known newspaper comic artist, whose work has long been a live attraction in the "San Francisco Bulletin". Roy Goldberg is the son of A. Goldberg, of Conradi & Goldberg.

A. Frisch, a cigar dealer of Eureka, Cal., has been enjoying himself in San Francisco this week.

Herman Moss, Pacific Coast representative of the S. R. Moss Cigar Factory, of Lancaster, Pa., is in San Francisco again after a six weeks' stay at the factory. He finds the Coast in excellent shape on his return, and is preparing to establish a new record with "Flor de Moss".

The special colonist rates which will be put in effect by the Southern Pacific Railroad Company between May 1st and September 31st are expected to be the means of bringing a lot of people to San Francisco and other Coast points this summer. The rates are extremely low—$60 round trip from Missouri River points and elsewhere in proportion—and it is believed that the settling up of the large California valleys, which was more or less interrupted by the war, will begin again in earnest when the new rates go into effect.

Telegraphic advices from New York report the death and burial at sea of James H. Spain, who was formerly connected with the San Francisco cigar trade. According to the report, Mr. Spain died aboard the French liner Espagne on February 11th. Mr. Spain was forty-seven years old, and leaves a wife and two sons aged nineteen and fourteen in this city.

Ed Marshall, travelling representative of Sig. Mayer & Company, is in San Francisco this week on his way to Los Angeles, having come down from the northern Coast cities a few days ago.

Bert Solomon, of the traveling force of M. A. Gunst & Company, who was recently assigned to the San Joaquin Valley, is now out on his first trip through his new territory.

M. A. Gunst & Company had a tremendous run on their "Little Bobby" line of cigars last year. The figures show a gain for the year of 20 per cent.

The absentees of M. A. Gunst & Company who have been absent for varying periods and to various climes are now returning to town. Vice-president Milton H. Esberg and advertising manager Edward Cohen, who were in New York for a month or more, returned last Saturday, secretary F. D. Welch, who has been in the Hawaiian Islands since the first of the year, is also back at his desk. Alfred Esberg is also due to arrive in San Francisco from New York in a few days.

On their way from the East, Messrs. Esberg and Cohen stopped long enough in Denver to buy out the big cigar business of the Metropolitan Cigar Company of that city, which will hereafter be operated under the name of M. A. Gunst & Company.

The Samuel I. Davis Company is now offering through the H. Bercovich Company of this city their new shade-grown line of the "H. Bercovich". The new line makes a very handsome appearance and has started off well.

The Market Street cigar store formerly operated by E. Block, but which was closed on Mr. Block's retiring a couple of weeks ago, has now been reopened by Paul Borchardt, one of the well-known retail cigar men of town.

The John Putnam cigar business of Long Beach, Cal., has been sold to S. M. King.

Advices from Portland, Ore., show that the city is now rapidly recovering from the unprecedented snow storm of a few days ago. The storm was so severe for a day or two that retail business throughout the city was practically suspended. Seattle, still farther north, was also visited by a snow storm of unusual fierceness. On the other hand, San Diego, at the other extreme of the Coast, was visited by deluging rains which did considerable damage but which have now been almost forgotten in the fine weather that has followed.

Kromidakis & Anegnost have bought out the cigar business of B. Mendosa, at 2099 Sutter Street.

Dave Erdrich, Western representative of Samuel I. Davis & Company, who has been spending the last few weeks in Southern California, came up from Los Angeles last week for a visit with his local connections. The Samuel I. Davis lines are distributed here by Horn & Company, and by the H. Bercovich Cigar Company.

H. L. Judell & Company report that business has been improving rapidly since the advent of better weather. Emil Judell, of this company, has been covering the towns and mining camps of Nevada, where he found business good. This house has recently taken on the distribution of the "Lillian Russell" line of cigars turned out by the cigar department of the P. Lorillard Company.

Allen.

E. V. Schnoor in Mayo Brothers' Hospital

E. V. Schnoor, head of the well-known Wichita (Kan.), jobbing house, known as the Schnoor Cigar Company, has recently gone to Rochester, Minn., to enter the hospital of the famous Mayo Brothers, where an operation will be performed.

While Mr. Schnoor was in the east sometime ago, he was taken suddenly ill, and upon his return home his condition became worse, and an operation was found necessary for relief. The illness was caused by intestinal trouble.

Tampa

"Charles the Great" in Strong Demand—Board of Trade Exhibits Cuesta-Rey Kiosh—Harry Culbreath Sends in Fine Orders for "La Mega"

Tampa, Fla., February 25, 1916.

IT is the man who endeavors to turn everything to account, who in many cases, obtains what he is striving for. The recent exhibit of cigar manufacturing at the Gasparilla Carnival and South Florida Fair resulted in visitors requesting to be taken through various of the cigar factories located here, their interest in cigar manufacturing having been aroused. To those who will read beneath the lines, there is food for thought in this attitude of the consumer, which if given the proper application will doubtless mean increased sales for those who are progressive enough to take advantage of the situation.

If visitors are anxious to go through one's factory to ascertain how one's goods are made, why not then make that process of such an interesting nature, that it will not only compel attention to the work that is being done, but will also create a desire to try one's goods. Not only see to it that the method of manufacture is carried on in the most approved manner possible, but arrange also that the surrounding conditions shall be equally as good.

It is not sufficient to know that one's place is entirely sanitary, and that the last word in machinery is to be found in one's factory, but it is also necessary that a keen eye for the attractive be given full scope.

Present conditions may satisfy one and one's employees well enough, but take a bird's-eye view of the plant's appearance, including both the interior and exterior, and endeavor to realize if conditions in their entirety would quite satisfy or create an enthusiasm in you. Give the plant such a fetching aspect that it will be real pleasure and real education for the visitor to go through your factory and learn for himself how no detail is overlooked or ignored in the manufacture of your brands.

Invite inspection and gain the confidence of the public. Without the public, manufacturers could not exist, and it behooves those in the field to take advantage of every possible unit in its make-up. Further, give the subject of inspection more publicity in your advertising. This will doubtless open up other channels and give rise to other viewpoints. It will also have the tendency without a doubt, to increase the confidence of present users of your goods, and will lay a foundation that cannot help but have a good effect on one's business.

Since the opening of the New Year, the business enjoyed by Salvador Rodriguez on "Charles the Great" cigars, has been the best that this sterling brand has experienced for years. If one may judge by present demand, the future of 1916 looks immeasurably brighter.

Supplementing the foregoing, the Morgan Cigar Company report that the business on their "Juan de Fuca" brand is still keeping at a high pace, and that it appears as if the 1916 demand is going to break all records.

Stamp of approval has been placed on the "Ignacio Haya" cigar of Sanchez & Haya. Excellent business is being done on this brand.

Some admirable orders are being received at the factory of V. Guerra, Diaz & Company, on their splendid "La Mega" cigar from Harry Culbreath, at present on his first trip of the season.

A cigar factory has been opened in West Tampa by M. Abrams & Company. Forty hands are employed.

Cleveland

Order Against Dice Shaking Disturbs Retail Trade—Polster's "La Saramita" Displays Trade Feature—W. O. Blaschke Heads "Back-to-City" Movement

Cleveland, O., February 28, 1916.

THE cigar and tobacco business this month has shown a decided increase over February of last year. With the manufacturer it is keeping them working top speed to keep up with their orders.

A great deal of dissatisfaction is being shown among the local cigar dealers owing to the new order in regards to dice shaking. It put the ban on cigar stores run in connection with billiard parlors and allowing stands in connection with saloons to shake. It has stirred up quite a lot of trouble, and the outcome undoubtedly will be the elimination of dice altogether.

Jack Rosen, formerly of the Weedeman Company pipe department, has been transferred to the cigar department. Jack will undoubtedly make a success of his new line, as he has a host of friends in this territory.

H. M. Starr has just added the A. Diaz line in all sizes to his stock.

E. J. Polster has some very attractive window displays on "La Saramita" in his two stores this week.

Dan Mahoney, manager of the cigar stand in the Euclid Billiard Parlor, reports business is very good with them this season. This stand carries one of the largest lines of Havana and domestic cigars in the city.

Fred Witte has lately taken on the lines of A. Diaz, and also Garcia Vegas and carries a large stock of these goods in all sizes.

M. C. Haerman, advertising artist for the Shields-Wertheim Company, has made up some of the classiest window display stuff ever seen in this territory.

Gary Salmon, of Deisel-Wemmer Company, has just returned from a trip booking orders among the summer resorts for the coming season, and reports he had a bang-up business.

W. O. Blaschke, city salesman for the Shields-Wertheim Company, and farmer at odd times, has pasted a "for sale" sign on his farm. After a few months of winter weather and a balky Ford, Billy says no more farm for mine; street cars and steam heated flats look better to him.

Joe Leverance, of Shields-Wertheim Company, is still on his Western trip and is sending in orders that are keeping the factory on the jump.

George Bassett, of the Empire Cigar Store, says his cigar business has almost doubled in the past few months since he has remodeled and added a six-chair barber shop.

A number of conventions were held here the past week in cinnection with the Complete Building show. All week in connection with the Complete Building Show. All hotels were filled to capacity and hotel cigar dealers did a very big business.

Recent visitors in town were E. Kleiner, of E. Kleiner Company; Fred Suss, of R. Steinecke Company; Jose W. Cuyar, A. Diaz Company; Frank Lopez, of Garcia Vegas.

Dick.

Being displayed by the Board of Trade at the present time is the kiosk which formed the central portion of the design utilized by Cuesta, Rey & Company in their exhibit at the Panama-Pacific Exposition.

Perfecto.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

LANCASTER STOGIE COMPANY,
MANUFACTURERS OF HIGH GRADE STOGIES,
120 Water St., Lancaster, Pa.

For Sale.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

A REAL CHANCE FOR A WORKING FACTORY

FOR SALE—The owners of a long-established high-grade cigar factory in First District of Pennsylvania, making five-cent and ten-cent brands with wide distribution, are desirous of selling same, owing to pressure of other interests. Will make a big sacrifice to responsible parties with sufficient capital to take hold of proposition. $20,000 needed. Triflers will receive no attention. Address in confidence, Box 26, "Tobacco World," 236 Chestnut Street, Philadelphia, Pa.

WE OFFER THE BEST AND LARGEST five-cent shadegrown long filled cigars produced to wholesale jobbers at prices way under any regular manufacturer as our chain factories are interested in the growth of the tobacco, the manufacture of the boxes, labels, paper, etc. Capacity two million weekly. Will also pack if desired under private labels. Write Walter M. Smith, Sales Manager, 489 Fifth Avenue, New York City.

Help Wanted.

FIFTEEN SALESMEN OF ABILITY wanted to cover the United States, those calling on jobbing trade only who can finance themselves, by large chain factories turning out the best and largest five-cent shadegrown long filled cigars produced. Capacity two million weekly. Special extra commission and interest later in the business to the right men. Apply by letter, Walter M. Smith, Sales Manager, 489 Fifth Avenue, New York City.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

Wanted.

WANTED—Three factories who desire to increase their business, who can make three to five cases nickel shadegrown long filled cigars weekly. Prefer New York, Florida, First District Pennsylvania or Ohio factories. Harry Powell, 489 Fifth Avenue, New York City.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

Situation Wanted.

POSITION WANTED—By first-class manufacturer. Thoroughly understands all branches of manufacturing, including hand and suction work. Best references. Box 107, care of "Tobacco World."

Selling and Advertising

"I believe that advertising and salesmanship are the chief factors in distribution, and the relationship between the two is the very closest indeed; in fact, they are inseparable because all advertising is salesmanship and all salesmanship is advertising. If you want one word that will take the place of both, that one word is "teaching." Advertising and salesmanship are teaching people to believe in you and the goods you have to sell.

"In advertising, however, you are talking to thousands of people at a time, while in salesmanship you are talking to one or two persons at a time; so that it might properly be said that advertising conducts a public school, while salesmanship gives individual lessons; but in each one you are teaching, whether it be in printed advertising or in oral salesmanship. After all, there are just about three ways of selling goods: First, through printed matter; second, through pictures or illustrations; third, by word of mouth, which is through salesmanship.

"To my mind there are only three fundamental principles in advertising, namely, be honest, be sensible, be persistent. I say be honest because every advertiser should remember that advertising doesn't create value, it merely tells of it. The value has to be in the article itself. I say to be sensible because the majority of people who read copy are endowed with good common sense. I say to be persistent because you have to keep everlastingly at it. People soon forget, and unless we keep persistently at advertising we had better not begin at all.

"There is no mystery about advertising. In the last analysis it is simple common sense plus printer's ink. A word about advertising copy. People don't buy until they are convinced; they are not convinced until they understand; they don't understand until they make it perfectly clear to them. Therefore, I say that in all advertising copy we should use the smallest possible words to express ourselves. We should write our copy so plainly that the man without an education will understand everything we say, and then it is an absolute certainty that the man with an education will understand us, or at least, ought to.

"Now what is salesmanship? If I were asked to define it in the simplest way I should say that it is nothing more or less than making the other fellow feel as you do about the goods you have to sell. I have found with salesmen that it is nine-tenths men and one-tenth territory. In short, it is a matter of personal equation. The qualities of success as I have found them are health, honesty, ability, initiative, knowledge of the business, tact, industry, sincerity, open-mindedness and enthusiasm."—Hugh Chalmers.

Fred H. Moffatt to Retire From Retail End

Fred H. Moffatt, Rockford, Ill., wholesaler and retailer in cigars and tobacco, announces that after an identification with the retail trade for a period extending over almost twenty-one years, he will shortly retire from this phase of the business. Mr. Moffatt will hereafter devote his attention to the jobbing and wholesale end.

Mr. Moffatt had not attained his majority when he started in the grocery business on West State Street, a number of years ago. Successful in this line, nine years later he abandoned the grocery field, and opened a cigar and tobacco stand, dating back almost twenty-one years ago. Success attending his efforts, he branched out into the wholesale end. It is to this portion of the business that he will now confine his efforts.

Watertown Tobacco Company Secures New Location

The Watertown Tobacco Company, Watertown, N. Y., is now located in its new store, located on the Arsenal Street side of the American Block, that city. The Watertown Company removed to its present stand from Court Street, where it was located for quite a time.

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.

REGISTRATIONS.

GRAPE QUEEN:—31,350. For cigars. February 23, 1916. Henry Hoklas & Son, Peoria, Ill.

FT. CUMBERLAND:—31,351. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 23, 1916. Sidney J. Freeman & Sons, New York, N. Y.

COL. CRESAP:—31,352. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 23, 1916. Sidney J. Freeman & Sons, New York, N. Y.

PUBLICAR:—31,353. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 23, 1916. The Pasbach-Voice Litho. Co., Inc., New York, N. Y.

DENOTER:—31,354. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 23, 1916. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

BIG EAGLE:—31,337. For cigars. February 14, 1916. John H. Lose, Decatur, Ind.

DOCTOR PAT:—31,338. For cigars. February 14, 1916. Edward W. Mundis, Hellam, Pa.

PONCE DE PEDRO:—31,339. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 14, 1916. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

OUR PLEA:—31,340. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 14, 1916. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

CHICAGO PORT:—31,341. For cigars, cigarettes, stogies and tobacco. Re-registered February 16, 1916, by H. Moeller & Co., Chicago, Ill., following transfer from Herman Gladstone, Chicago, Ill.

ZIN-DEL:—31,342. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 16, 1916. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

PREP:—31,343. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 16, 1916. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

UMBER YETL:—31,344. For cigars. February 16, 1916. P. Wolfers, Boston, Mass.

CASTILLA TWINS:—31,345. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 19, 1916. Ruy, Suarez & Co., New York, N. Y.

STANLEY TWINS:—31,346. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 19, 1916. Ruy, Suarez & Co., New York, N. Y.

APPRECIATION:—31,347. For cigars, cigarettes and tobacco. February 21, 1916. F. M. Howell & Co., Elmira, N. Y. (Originally registered January 16, 1903, by F. M. Howell & Co., Elmira, N. Y., through the "Trade-Mark Record.")

EDW. F. STEIN:—31,348. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 21, 1916. Chas. F. Boldt, Detroit, Mich.

ASCRELAS:—31,349. For cigars and cigarettes. February 21, 1916. El Modelo Cigar Co., New York, N. Y.

CORRECTIONS.

CADLUB:—31,334. Published in the February 15th issue as having been registered for cigars, for the Commercial Cigar Co., Newark, Ohio. Should have read cigars and stogies.

Payable on March 1st to stockholders of record on February 18th, a quarterly dividend of 3 per cent. was recently declared by the Liggett & Myers Tobacco Company.

Connecticut Tobacco Growers Elect Officers

Members of the Connecticut Tobacco Growers' Association at their annual meeting, held at Hartford, Conn., recently, elected officers as follows:

President, H. A. Middleton, Broad Brook; Vice President, F. L. Whitmore, of Sunderland, Mass.; Secretary, W. K. Ackley, of East Hartford; Treasurer, H. W. Case, of Tariffville.

Executive Committee, H. A. Middleton, W. K. Ackley, F. H. Griffin, M. L. Floyd, F. H. Whaples, and H. W. Case.

The following committees were re-appointed:

Seed Committee, John A. Du Bon, Poquonock; J. B. Stewart, Windsor; Nathaniel Jones, South Windsor; N. H. Brewer, Hockanum, and Dr. E. H. Jenkins, New Haven.

Upon the report of the Nominating Committee reported the following directors were elected:

W. S. Pinney, Suffield; F. G. Griffin, North Bloomfield; W. H. Brewer, Hockanum; O. E. Case, Barkhamstead; H. E. Loomis, Glastonbury; F. N. Whipple, Hartford; F. M. Colton, Granby; Harry W. Case, East Granby; W. J. Hawes, Tariffville; Thaddeus Graves, Hatfield, Mass.; M. L. Floyd, Hartford; H. F. Farnham, East Windsor Hill; George Mitchelson, Bloomfield; J. B. Stewart, Windsor; Lyman Crafts, Whately, Mass.; Newell St. John, Simsbury; Nathaniel Jones, South Windsor; William Seymour, East Granby; O. F. King, South Windsor; Albert Fowler, Westfield, Mass.; George Hubbard, Sunderland, Mass.

Compañía Litográfica De La Habana
Oficina Principal, San José No. 23, Habana, Cuba
Manufacturers of
FINEST QUALITY IMPORTED
Cigar Box Labels, Bands and Trimmings
Show Cards and Advertising Materials
GARRETT H. SMITH, 106 E. 19th St., New York
Sole Agent United States and Canada

WATCH THIS SPACE ➔
We have taken possession of the building No. 237 N. 4th Street, and our mechanics are busy making alterations necessary for the installation of a Perfect Sweat Room, fully equipped, which will be ready for inspection about March 15th.
THE PERFECT HUMIDIFYING CO.
Succeeding Elmer N. Hope Co.

Compania General Issues Handsome Cigar Catalogue

One of the finest examples of printing and lithographing work in colors is shown in the cigar and cigarette catalogue issued by the Compania General de Tabacos de Filipinas of Manila. It contains illustrations of more than one hundred shapes of the different brands manufactured by the factory and the high quality of the workmanship in the catalogue has excited the admiration of all those so fortunate as to receive a copy of it.

E. F. Pipe, United States representative, with offices at 138 Front Street, New York City, has recently returned from a trip through the South and reports that business is much better than last year and that every indication points to new records being made by the sales of the brands of the Compania General in this country.

A Self Smoking Pipe

A good idea for a pipe show novelty is given in a recent number of the "Scientific American." It is a pipe that smokes itself, and here is how to make it.

After filling a decanter about two-thirds full of water close it by means of a cork provided with two apertures. Through one of these pass a short pipestem and through the other and longer stem that enters the liquid. To the smaller tube affix a cork provided with two apertures. The apertures may be easily formed by means of a red hot poker. The lateral aperture serves to fix the pipe. Finally, with the other cork and a bent tube form a siphon. After the latter has been primed and is once in operation it will tend to empty the decanter, and the vacuum formed will be immediately filled by the external air flowing in through the pipe. It is then only necessary to light the latter in order to see it "smoke itself" tranquilly as long as any water remains in the decanter. This experiment is a very interesting one and may easily be performed.

National Cash Register Company Closes Largest Order

The National Cash Register Company, Dayton, Ohio, has just announced the largest single sale of National Cash Registers ever made in America.

The order, which was received from the Jordan-Marsh Company, of Boston, calls for sixty-five 1916 model registers. Almost $50,000 is involved in the deal.

When the new registers are installed, the Eastern department store will have almost 100 "Nationals" in its equipment, in addition to the electrical stamping credit system which is marketed by the Dayton concern.

The cash registers will be used in all departments in connection with the credit system, thus eliminating a large force of inspectors, reducing overhead expense and quickening service. Clerks will be enabled to give their undivided attention to their customers, wrapping their own packages and making their own change.

Lancaster Leaf Tobacco Scarce

Most of Lancaster's leaf tobacco packers are so nearly cleaned out of their stocks that they will not be able much longer to supply the demands of the smaller cigar manufacturers who depend on them for their leaf. As very few of these packers bought any of this county's 1915 tobacco, they will, in the near future, be obliged to depend for business on tobacco raised elsewhere, principally Ohio and Connecticut tobacco.

The shortage of Lancaster County tobacco is greatly regretted at this particular time, because the cigar industry is showing evidences of a very healthy revival. At a meeting held several days ago by the Lancaster County Tobacco Growers' Association, it was made plain that the growers of Lancaster County would not increase their acreage this year for fear of an unusually large crop depressing prices.

FOR QUICK RESULTS
TRY A
TOBACCO WORLD WANT AD.

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

J. K. LEAMAN
Packer of and Dealer in Leaf Tobacco
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-In-Hand, Lancaster Co., Pa.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sewed CIGAR BOXES, Go to — Established 1880
Keystone Cigar Box Co., Sellersville, Pa.
Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
MONROE D. SELLERS, SELLERSVILLE, PA.

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Get the Range of Smoking Satisfaction

Roll "Bull" Durham into a cigarette and you have a smoke with all the vim, vigor and dash of Uncle Sam's fighting men. That's why the American Army is an army of "Bull" Durham smokers. "Bull" puts snap into their action and "punch" into their systems. For a virile, lively, manly smoke, "roll your own" with "Bull."

GENUINE
"BULL" DURHAM
SMOKING TOBACCO

"Bull" Durham is the mildest of all tobaccos—a fragrant, mellow-sweet tobacco that soothes the nerves and brings the happy, contented feeling that comes from thorough satisfaction. Made of the famous "bright" Virginia-North Carolina leaf, "Bull" has been the great American smoke for three generations. There is no other tobacco like it. You "roll your own" with "Bull" and enjoy a real smoke.

Ask for FREE package of "papers" with each 5c sack.

THE AMERICAN TOBACCO COMPANY

One of the BULL DURHAM ads. now appearing in local and national publications.

JOSE F. ROCHA Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.

IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.

Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.

Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania

151 North 3d St., Philadelphia

For Quick Results

try The World's "Want Page"

A. Cohn & Company

Importers of Habana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra

142 Water Street, . . . New York

Established 1870 Factory No. 79

S. R. KOCHER

Manufacturer of Fine Havana and Domestic Cigars and Packer of Leaf Tobacco

Leading brands—"Volitta," "Quaker," "Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"

Correspondence with wholesale and jobbing trade invited

Factory and Offices: WRIGHTSVILLE, PA.

MANUEL MUNIZ HILARIO MUNIZ
VENANCIO DIAZ, Special Partner

MUNIZ HERMANOS
S en C

Growers and Dealers of
VUELTA ABAJO, PARTIDO
AND REMEDIOS TOBACCO

Reina 20, Havana

CABLE: "Angel" Havana P. O. Box 8

E. Rosenwald & Bro.

145 WATER STREET --- NEW YORK

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

JULIUS MARQUSEE, 141 Water Street, New York
Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3956 JOHN

Established 1890 Correspondence Solicited

KEYSTONE VARIETY WORKS
HANOVER, PENNA.

Cigar Ribbons, Silk Imitation and Muslinola Ribbon
Printed or Stamped in Gold or Silver

Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

CARDENAS y CIA Cable Address, "Nasdecar"

Almacen de Tabaco en Rama

SPECIALTY—VUELTA ABAJO AND ARTEMISA

126 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER

=Leaf Tobacco Merchant=

HAVANA, CUBA—Consulado 115

NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W

WM. WICKE RIBBON COMPANY

Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain

WOODHAVEN AVENUE, GLENDALE, NEW YORK

GEO. SCHLEGEL
22nd St. and Second Ave.,
NEW YORK

MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.

CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

SOBRINOS de A. GONZÁLEZ

Founded 1868

LEAF TOBACCO MERCHANTS

Packers of VUELTA ABAJO, SEMI VUELTA, PARTIDO, and all varieties of Tobacco grown
———in the Santa Clara Province———

Cable Address "ANTERO"

WAREHOUSES and OFFICES
INDUSTRIA, 152, 154, 156, 158, HAVANA, CUBA

LESLIE PANTIN

Commission Merchant

Leaf Tobacco & Cigars

Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 196 WATER STREET, NEW YORK

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office: SAN MIGUEL 136 Puerto Rico Warehouse: CAYEY New York Office: 178 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.

Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Michaelsen & Prasse

Commission Merchants
Leaf Tobacco & Cigars

18 Obrapia Street, Havana, Cuba
Address: Cable "UNICUM" P. O. Box 28

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877 NEW FACTORY 1904
H. W. HEFFENER & SON
Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA.

HEYWOOD, STRASSER & VOIGT LITHO. CO.
26TH STREET & 9TH AVENUE, NEW YORK
MANUFACTURERS OF
CIGAR BOX LABELS
BANDS AND TRIMMINGS
WESTERN OFFICE, 167 W. WASHINGTON ST. CHICAGO ILL.
PHILADELPHIA OFFICE, 420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS 90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37th ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY CIGAR BANDS SHOW CARDS FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY
These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. :-: No bogus Advertising admitted.

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IRREGULAR PAGINATION

HEYWOOD, STRASSER & VOIGT LITHO. CO.
26TH STREET & 9TH AVENUE, NEW YORK
MANUFACTURERS OF
CIGAR BOX LABELS
BANDS AND TRIMMINGS
WESTERN OFFICE, 167 W. WASHINGTON ST. CHICAGO, ILL.
PHILADELPHIA OFFICE, 420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES. SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167 — Telephone John 1942
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Formerly of
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THE MOEHLE LITHOGRAPHIC CO.
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CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY — CIGAR BANDS, SHOW CARDS, FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

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Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

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Clear Havana - Made in Tampa

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Manufacturers
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made by
Henry H. Sheip Mfg. Co.
Columbia Ave. and 6th St.
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Calle De La Industria, 172-174
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General Agent for United States and Canada
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115 BROADWAY, NEW YORK

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Only those who do not know
Only those who will not admit
Only those who cannot for selfish reasons acknowledge

There is not a single doubt in the mind of THOSE WHO KNOW

That the one nickel cigar that is

"ABOVE ALL"
IS
BOLD

A nickel spent for **BOLD** gets five cents' worth in return.

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Leading Features

Tobacco Products Corporation Completes Purchase of Schinasi Brothers' Business

Coupon Concerns Not Injured by Recent Decision of the Supreme Court

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Report of American Tobacco Company

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881

Vol. XXXVI No. 6

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C LOZANO — J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

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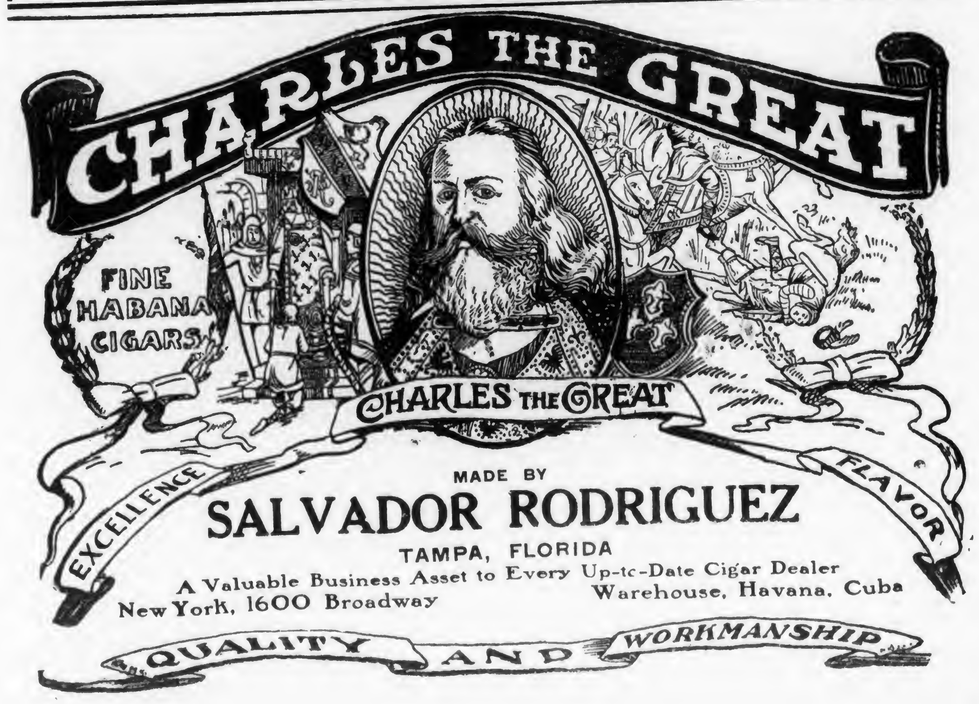

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A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway — Warehouse, Havana, Cuba

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Notwithstanding the growing scarcity and high prices of inks and bronze due mainly to the war situation in Europe, we have arranged for heavy supplies of said material. All orders entrusted to our care will be given the very best attention as to service and quality.

Our Specialty

Cigar Labels and Cigar Bands

We have on hand for immediate submission a large quantity of beautiful sketches of cigar labels, with registered titles.

Pasbach-Voice Lithographing Company, Inc.

11th Avenue and 25th Street, New York City, N. Y.

Western Branch, 30 E. Randolph Street, Chicago, Ill.
JOHN B. THATCHER, Manager

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HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla.

Londres Grandes

The Juan P. Portuondo

CIGAR MFG. CO.

PHILADELPHIA

De Luxe Segars

THE CALIDAD SIZE RETAILS FOR A DIME

Wonderful Value

CLEAR HABANA—FULLY MATURED

MADE BY

Merriam Segars Inc.

AT THE SIGN OF THE BULLDOG

NEW YORK

For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Company

LIMA, O.

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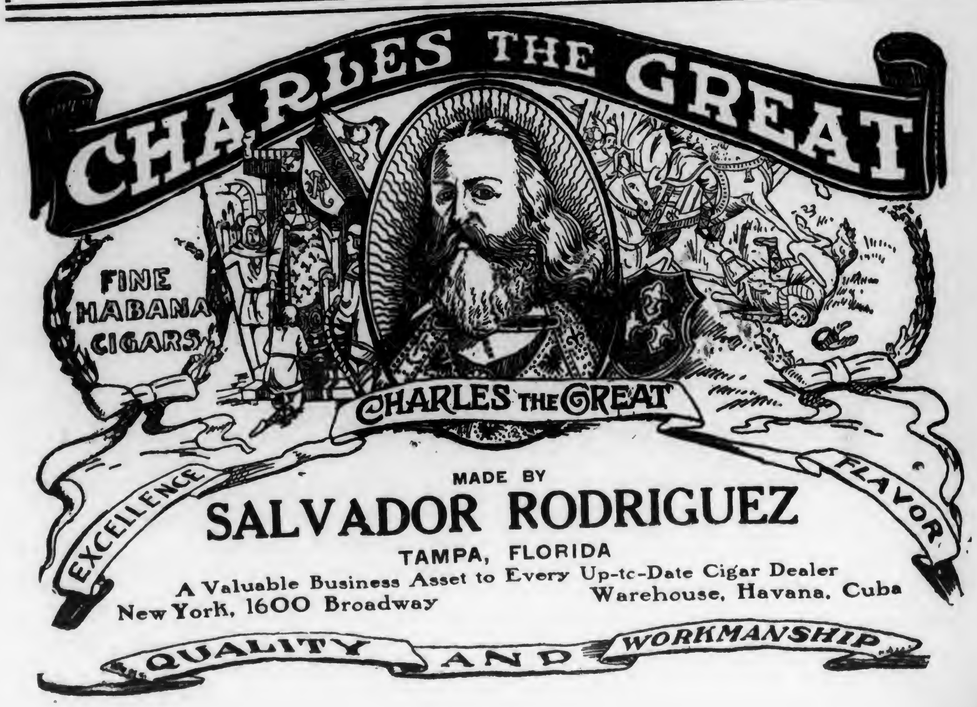

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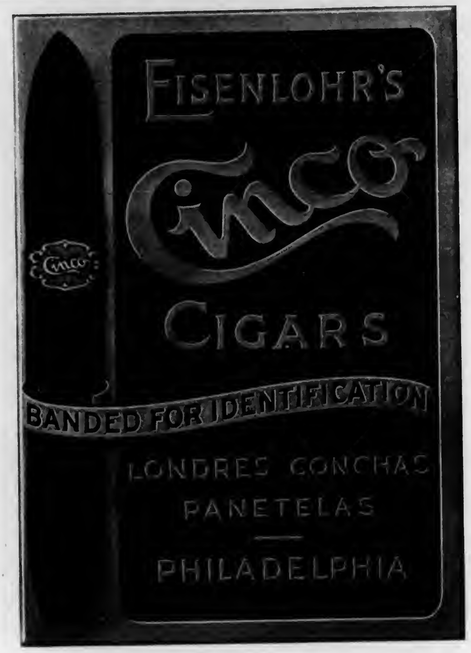
LIMA, O.

INTENTIONAL 2ND EXPOSURE



Quality Paramount

CELEBRATED

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HABANA

Strictly Independent Manufacturers

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Sole Agent for United States and Canada

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Consulado 91-93

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always
a little better than
Havana's Best

LA DEVESA DE MURIAS HABANA

EL GENIO

Clear
Havana
Cigars

Made in Tampa, Fla.

P. Verplanck & Co.
263 Fourth Ave. New York

We have a message for you

A message that spells profit for you with *no risk*

We want you to prove to your own satisfaction the truth of all we say

And this proof costs you not one cent

We want you to put the Girard cigar in your case at *our risk,* and under our *guarantee.*

We know what the Girard will do. It is a positive winner wherever shown. What is the reason for this phenomenal success?

FIRST—Quality. The Girard is a mild, delightful, full-flavored smoke that *never gets on your nerves.* Doctors recommend it. Smokers who try it once *keep on coming back for it.*

SECOND—Square-dealing. Our guarantee of satisfaction goes with every Girard cigar. This means what it says. And we live up to it.

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This is no one-week circus stunt. *Girards are advertised continuously* in the strongest mediums in the United States, like *The Saturday Evening Post* with a circulation of *2,000,000 copies every week* and *The Literary Digest* with its *475,000 copies every week.*

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We are sure you will thank us for this later on—just as hundreds of dealers are thanking us now. You will thank us for bringing this unusual opportunity to your attention. You will thank us for urging it on you as hard as we know how.

That's why we say

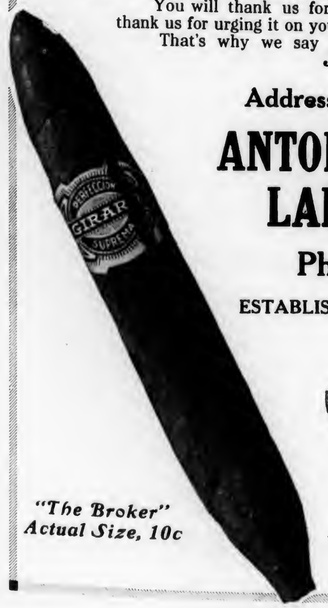
Just drop us a line today.

Address Department H

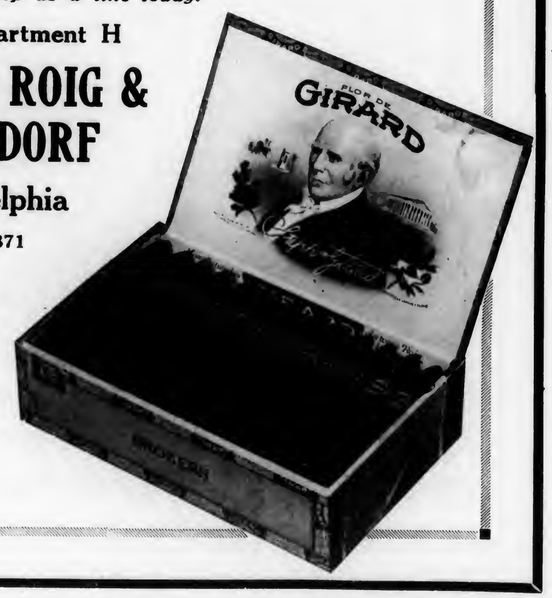
ANTONIO ROIG & LANGSDORF

Philadelphia

ESTABLISHED 1871



"The Broker"
Actual Size, 10c



"The Park & Tilford Standard"

MI FAVORITA

CLEAR HAVANA CIGARS

The flower of perfect tobacco manufactured in bond has maintained "Mi Favorita" Clear Havana Cigars at the forefront of all brands.

MI FAVORITA CIGAR CO., Inc.

Key West, Fla. 529 West 42nd Street, New York

Best Quality **Best Known**

EDEN

The Cigar Without a Peer

Calixto Lopez y Cia
Habana

New York Office— 257 Fourth Ave.

Mellowed by Virginia's sunshine

THE soil of old Virginia yields the best cigarette tobacco on earth. And only the choicest, mellowest Virginia is in Piedmonts. Which is reason enough why Piedmonts are America's biggest selling cigarette. Try them—*today*.

Liggett & Myers Tobacco Co.

VALUABLE COUPON IN EACH PACKAGE

Piedmont

Also Packed 20 for 10c

THE CIGARETTE OF QUALITY

10 for 5¢

AN IMPORTANT announcement is being mailed by William Demuth & Company to wholesale and retail dealers in pipes. ¶ Reference is also made to it in the news columns of this paper. ¶ If you have not received your copy of this announcement, please drop a card to

WILLIAM DEMUTH & CO.
230 FIFTH AVENUE, NEW YORK CITY

TO Manufacture a Cigar and Know that you are Putting the Very Best of Havana Tobacco in its Construction is a Great Satisfaction to the Builders and Gets the Approval of the Users. We Continue Manufacturing and Selling

LA SARAMITA

ADMIRAL, THE SIZE THAT SELLS

HAVANA CIGARS

With Broad Leaf of the Milder Quality for the Cover. Soon be a quarter of a Century since we started this Brand

The Shields-Wertheim Co. Cleveland, O.

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.

General Offices. PITTSBURGH, PA.

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

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NEW YORK	FLORIDA	HAVANA

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Key West Cigar Factory

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"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

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"LA MEGA" *MADE IN BOND*

HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP

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HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.

RICHMOND, VA.

FLOR DE
MELBA
THE HIGH NOTE OF QUALITY
THE cigar that is giving dealers big business everywhere.
In quality of tobacco and workmanship FLOR DE MELBAS are equal to the finest imported cigars.
A full line of MELBAS in your store is a credit to your business judgment
All sizes
3 for a quarter to 25c. straight
Place them in stock at once and watch them repeat. If your jobber cannot supply you write to us.
I. LEWIS CIGAR MFG. CO.
NEWARK, N. J.
The Largest Independent Cigar Factory in the world.
MELBA BANDS ARE REDEEMED AS TWO PROFIT SHARING VOUCHERS

LIPSCHUTZ'S **44** CIGARS

"44" Cigar Co. Philadelphia

BAYUK BROTHERS

"HAVANA RIBBON"

FIVE CENT CIGAR

PHILADELPHIA

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

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FOR FORTY YEARS THE STANDARD

By Which Clear Havana Cigars Are Judged

1871 GATO

Write for Open Territory
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New York Office: 203 W. Broadway

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Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

DIAMOND JOE CIGAR FACTORY ESTABLISHED 1850

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BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE

H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

Don't Judge
Florida and Georgia

Tobacco By Other People's Packings

If you want to see a fancy packing of the 1915 crop of Florida and Georgia wrappers, that burns and tastes as good as any tobacco grown, superior in yield and colors

We Are Now Ready to Show Our 1915 Crop

Beautiful Light Colors and Perfect Burn
Good Quality Tremendous Yield

Samples Ready for Inspection at the Company's Office

AMERICAN SUMATRA TOBACCO COMPANY
142 WATER STREET, NEW YORK

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Seleccion de Banquetes

This is the acme of refinement in the packing of cigars.

Each cigar is packed in an individual box, and therefore, every guest opens his own box, the cigar reaching his hands exactly as it was packed at the factory.

For dinners, banquets, society events, clubs, hotels and individuals; if orders are placed early enough, may have each little box inscribed with the name of the host, monogram or the dedication of the event thereon, which would add a touch of refinement to the function.

Packed in beautiful cedar boxes containing one hundred cigars.

Por Larrañaga
FÁBRICA DE TABACOS

New York Office
J. V. FLANIGAN
156 Fifth Ave.

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Carlos III, No. 225

In all the Tobacco Field-

there are no containers that compare in quality, strength and satisfactory results with

Heekin Cans

for the packing of Cigars, Stogies, Smoking and Chewing Tobaccos

It behooves you to investigate their vast superiority over any other containers.

Less expensive than wood—air-tight—aroma-retaining—dust-proof.

All shapes and sizes—either plain or lacquered, painted any color, or lithographed with any design. Our corps of artists is at your disposal.

The Heekin Can Co.

Culvert, Sixth and New Sts.

CINCINNATI, O.

"Heekin Can Since 1901"

TRADE MARK

H

H. H. Green Stamps

Hamilton COUPONS "The Sperry Magazine"

THE TRIPLE APPEAL

MOVE THOSE GOODS!

Hamilton Coupons are tremendously effective to move "Slow sellers" without cutting the heart out of your profits. Let us give you the facts and figures on our service.

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The Hamilton Corporation

Geo. B. Caldwell, President

2 West 45th Street, : : New York City

Flor de Jeitles

CLEAR HAVANA CIGAR

5¢

JEITLES & BLUMENTHAL, Ltd.

PHILADELPHIA.

THE FINEST OF

Georgia and Florida Tobaccos

Will be found in our new packing which

We Now Offer Direct to the Trade

at the lowest cash prices

TO APPRECIATE THE QUALITY

We suggest that you see samples which we will be glad to submit on any grade.

WE SOLICIT CORRESPONDENCE

GAFLA SUMATRA COMPANY

Office and Packing House QUINCY, FLA.

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken If You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. {London, 8 Regent St., S. W. Capetown, South Africa Calcutta, 10 Government Place Alexandria, Rue Cherif Pacha CAIRO, Head Office and Factory Hamburg, 18-20 Grosse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVI. PHILADELPHIA AND NEW YORK, MARCH 15, 1916. No. 6.

TOBACCO PRODUCTS CORPORATION COMPLETES SCHINASI PURCHASE

One Hundred Per Cent. of the Business Taken Over—Everything But Real Estate Included—Leon Schinasi Heads New Company

THE business of Schinasi Brothers, recognized as one of the leading cigarette manufacturers of the United States, and conceded to be one of the largest operators in Turkish leaf in the world, has been acquired by the Tobacco Products Corporation. The transfer took place on March 8th, and included one hundred per cent. of the business of Schinasi Brothers.

To set at rest all rumors as to what was and what was not included in the purchase, an officer of the Tobacco Products Corporation has authorized a statement to "The Tobacco World", "that the Tobacco Products Corporation has purchased one hundred per cent. of the business formerly conducted by Schinasi Brothers, the purchase including all the brands, good will, stock, equipment, machinery, fixtures, tobaccos, as well as all other supplies, but did not acquire the real estate comprised in the buildings and land at 32 West 100th Street, and 311 West 120th Street, New York City."

The sum represented in the purchase is said to be between $3,500,000 and $4,000,000.

The officers of the new company, Schinasi Brothers, Incorporated, are: Leon Schinasi, president; George L. Storm, James M. Dixon and Leo Michaels, vice-presidents; J. Seelinger, treasurer, and Gray Miller, secretary.

That the new owners of the company intend to conduct the business along the same high-grade lines is evidenced by the retention of the Schinasi's. Leon Schinasi heads the new company, and S. Schinasi, his brother, continues with him in an advisory capacity. Leon Schinasi has quickly marked himself as a man of sterling ability while his brother is recognized as an authority on Turkish leaf, assuring the smokers of "Naturals" and "Prettiest" of the same careful blendings that has given these cigarettes a place among the largest selling brands in the country.

By the purchase of Schinasi Brothers' business the Tobacco Products Corporation not only secures for itself a splendid prestige in the cigarette field, but by acquiring the large stocks of leaf tobacco held by the Schinasi's it becomes one of the largest holders of Turkish leaf in the world. And to the business acumen of George L. Storm is due the credit of succeeding where many others have tried and failed.

The acquisition of the Schinasi Brothers' business also means that "Naturals" will be manufactured in Canada.

The subsidiaries of the Tobacco Products Corporation now are M. Melachrino & Company, The Surbrug Company, Nestor Gianaclis Company, Standard Tobacco Company, M. Melachrino & Company, Limited, of Canada, Stephano Brothers, Incorporated, the Khedevial Company, and Schinasi Brothers, Incorporated.

The more important cigarette brands manufactured by Tobacco Products subsidiaries are "Melachrino Nines", "Melachrino Fives," "Melachrino Fours," "Imported Nestor," "Royal Nestor," "Rameses," Schinasi Brothers' "Natural," "Egyptian Prettiest," and "Milo" cigarettes.

COUPON CONCERNS NOT INJURED BY RECENT TRADING STAMP DECISION

Cash Instead of Merchandise to Redeem Coupons and Trading Stamps in States Affected By Decree—No Change in Legal Situation

DESPITE the claims of a "great victory" by the opponents of the coupon and the trading stamp, in the recent decision of the Supreme Court upholding the legal right of States to legislate in the matter, officials of coupon and trading stamp companies express the opinion that the Supreme Court decree will have little effect on their business.

On March 6th, the Supreme Court at Washington, D. C., handed down three decisions upholding the legal rights of States to tax trading stamps out of existence. The court held that such trading stamps can be taxed by States even when they appear in the original packages with articles imported into the State, or where the stamp is to be exchanged for cash or premium within the State.

The court upheld the constitutionality of laws in Florida and Washington imposing taxes on such trading stamps or coupons and dismissed the appeal of F. S. Pitney, of Seattle, Wash., convicted for violating the Washington Trading Stamp Law, in that he as manager and agent of the United Cigar Stores Company in connection with a sale to a customer gave a trading stamp or coupon.

It was contended that the statutes were an unconstitutional discrimination against a legitimate method of advertising. The court, however, held it was for the Legislatures to pass on the public policy involved in the questions and to adopt such regulation thereof as they might choose. The court furthermore held that the business was not within the interstate commerce protection of the Constitution.

Premium advertising has been held legal, however, in Alabama, California, Colorado, Georgia, Maryland, Nebraska, Missouri, Illinois, Rhode Island, and New York.

Officials of the United Cigar Stores Company, the Sperry & Hutchinson Company, and of the Hamilton Corporation, all of which do a national business in the distribution of profit-sharing coupons and trading stamps, said that the Supreme Court's decision would have no effect upon the issuing of coupons and stamps except in the State of Washington. In that State they are prevented by the State law from redeeming coupons or stamps with merchandise, and that situation had been met, they said, by a cash redemption plan for customers. The decision comes too late to affect the business in Florida, they said, because the statute on which the decision was based had been repealed by the Legislature.

"Our premium business costs the United Cigar Stores Company approximately $2,000,000 yearly, and I believe we would be better off if we were prohibited from using coupons at all," said Elliott Averett, vice-president of the company. "Now, if we should be forbidden generally to use coupons, we would apply the money saved in that way to the benefit of the customer by reducing prices, and this reduction would have to be met by competitors. In that event, competitors would be much more affected in the trade than they now are under the premium system.

(Continued on Page 18)

TOBACCO MERCHANTS' ASSOCIATION CONSOLIDATES TRADE-MARK REGISTATION BUREAUS OF INDUSTRY

After April 1st Will Take Charge of Registering of Trade-Marks—Plan to Extend Scope of Bureau to Do Work in All Parts of the World

IN order to effect a consolidation of the trade-mark registration bureaus of the tobacco industry, the Tobacco Merchants' Association of the United States has acquired the Trade-Mark Registration Bureau of "The Tobacco World", including all its lists, records and indexes of registered trade-marks, and has transferred the same to the United Registration Bureau for the Tobacco Industries, thus effecting a consolidation of the trade-mark records of "The United States Tobacco Journal", "The Tobacco Leaf", "The Trade-Mark Record", and "The Tobacco World".

The Association has also entered into an agreement with the several registration bureaus mentioned whereby the Tobacco Merchants' Association is to establish a bureau for the registration of trade-marks on or about April 1, after which date the Association will take charge of the registration of the trade-marks, searching of records, and all matters appertaining thereto, for the United Registration Bureau for the Tobacco Industries, and all its constituent bureaus who have become affiliated with the Tobacco Merchants' Association. All applications for such registrations, searches, etc., from and after April 1, should, therefore, be addressed to the Tobacco Merchants' Association, of the United States, 5 Beekman Street, New York.

The Tobacco Merchants' Association also announces that the rates heretofore charged by the United Registration Bureau for the Tobacco Industries will be continued in force excepting, however, that **members of the Association will be allowed $2.00 on each registration thus reducing the registration fee to members of the Association from $5.00 to $3.00.** The right to change such rates or fees being expressly reserved.

The registration bureau of the Association will also secure registration of trade-marks, copyrights, etc., in Washington, as well as in foreign countries, all over the world, wherever such registrations can be affected **at fixed schedule rates** to be announced in the near future. Arrangements with at end in view are now under way. Such arrangements will also include the searching of records of foreign registrations that are at hand in this country, so that reliable information as to foreign registrations might be secured, practically within twenty-four hours.

Frederick S. Lucey, chairman; Asa Lemlein; and A. V. Jockel, members of the Trade-Mark Committee of the Association who are entitled to a large measure of credit for bringing about the happy solution of the trade-mark problem as herein outlined, have also recommended that a standing arbitration committee be appointed to arbitrate and adjust controversies in regard to infringements or other trade-mark questions in order to avoid litigations, expressing their belief that in a great many instances, infringements are due to lack of knowledge of existing prior rights rather than to a desire to do wrong, and in such cases many costly and unpleasant litigations can be avoided by arbitration. The Executive Committee has adopted this recommendation and such Arbitration Committee will be formed in due time. President Wertheim has volunteered to serve on such committee.

In entering upon the difficult task of solving the trade-mark problem it was our genuine wish to map out a plan that would provide for efficient service and reliable information at a minimum rate, the Association having no desire to derive any pecuniary profit out of the bureau. We believe that by the consolidation of all the trade-mark records known to exist, searches of existing registrations will be more thorough and hence more reliable. Thus instead of making searches in several registration bureaus in order to ascertain the availability of intended trade-marks, only one bureau will do the searching hereafter. The result of such investigation will necessarily be more accurate, the cost much less and the service more efficient.

The arrangements to secure Governmental registrations in the United States and in foreign countries and to make searches of such registered trade-marks by experts in that line and **at fixed schedule rates** will not only secure efficient service but will protect the trade from exorbitant charges.

And so the creation of a standing Arbitration Committee to be made up of men of the very highest standing and who command the confidence and respect of the entire industry will necessarily avoid a great many litigations that are always costly and unsatisfactory.

Havana Tobacco Company Compares Statements

The report of the Havana Tobacco Company for the year ended December 31, 1915, compares as follows:

	1915	1914	1913	1912
Divs. on stk. own, etc.	$277,362	$204,748	$344,478	$50,822
*Oper. exp.	341,516	299,728	279,434	243,308
Deficit	$64,154	$94,980	†$65,044	$192,486
Bond int.	375,000	375,000	375,000	375,000
Deficit	$439,154	$469,980	$309,955	$567,486

*Operating expenses include interest on bills payable.
†Surplus.

At the January meeting of the Havana Tobacco Company retiring directors were re-elected.

The combined income account of the subsidiary companies of the Havana Tobacco Company for the year ended December 31, 1915, compares as follows:

	1915	1914	1913	1912
Net profit aft. exp. dep. and int.	$682,160	$540,739	$731,526	$857,180
Proportion to Hav. Tob. Co.	515,564	385,945	563,151	680,002

The general balance sheet of the Havana Tobacco Company as of December 31, 1915, compares as follows:

Assets

	1915	1914	1913	1912
Stocks in other cos.	$39,055,626	$39,055,626	$39,055,626	$39,058,626
Stock in foreign cos.	2,810,692	2,810,692	2,810,692	2,810,692
Bills & accts. receivable	142,929	9,061	9,031	15,004
Treasury stk.	505,259	505,259	505,259	505,259
Cash	11,811	2,661	1,250	16,867
P. & L. def.	5,743,203	5,304,050	4,834,070	4,524,115
Total	$48,269,521	$47,687,349	$47,216,200	$46,930,562

Liabilities

	1915	1914	1913	1912
Com. stock	$30,000,000	$30,000,000	$30,000,000	$30,000,000
Pfd. stock	5,000,000	5,000,000	5,000,000	5,000,000
Bonds	7,500,000	7,500,000	7,500,000	7,500,000
Accrued int.	34,425	31,250	31,250	31,250
Bills & accts. payable	5,735,096	5,156,099	4,684,950	4,399,312
Total	$48,269,521	$47,687,349	$47,216,200	$46,930,562

Say Good-Bye to the Genuine "Two-Bit" French Briar

It was easy to keep a rack full of genuine French Briar pipes for yourself and friends when you could get the real imported article for two-bits; in fact it was easy to have a lot of things that make life worth living, without spending a lot of money, before the war. Now it has all changed, for this war business has been keeping the manufacturer awake at nights watching the prices of raw materials go up like an elevator.

It was intimated not long ago by pipe manufacturers that the day of the genuine French Briar pipe retailing for a quarter was about over. And here comes an announcement from William Demuth & Company, one of the most widely known pipe makers in the world, proving it.

Their announcement to the trade is as follows:

"These are unusual times. They create problems which call for unusual action. With the unheard of and continued increases in the cost of all materials entering into the manufacture of our product, it is no longer possible to make a staple size genuine imported French briar pipe of first quality to retail at twenty-five cents and allow reasonable profit to the manufacturer, wholesaler and retailer.

"It is therefore evident that in order to enable all branches of the industry to make their legitimate profit it becomes necessary that pipes heretofore retailing at twenty-five cents must retail at thirty-five cents—at which price they are good value to the consumer.

"We realize that the situation calls for co-operation and at this end we shall do our full share. In a few days we will mail an illustrated announcement to 135,000 retailers throughout the country, advising them of the necessary change and urging them not to throw away any part of their profits and not to fail to take advantage of the possible additional profit to be earned by re-pricing their present stock.

"We are increasing the size of our national advertising, featuring as our leader the "Wellington" pipe at thirty-five cents. In this connection we are offering a special three dozen combination known as No. 6 with a handsome display tray with the price prominently featured. Send for illustrations and prices of this combination.

"We ask the continuance of your co-operation in this important move and believe that the opportunity is present to materially improve the conditions in the pipe industry by the maintenance of prices which will afford a legitimate and business-like profit.

"Assuring you of our appreciation of your co-operation and our desire to at all times do our share, we remain,

Yours very truly,

Wm. Demuth & Co."

Tobacco Certainly Kills 'Em Off

George Niper, of Stanhope, N. J., said to be the oldest resident of the State, died recently from pneumonia. He was one hundred and seven years old. According to reports, he chewed tobacco for ninety-five years and never wore glasses. He made axe handles for a living.

He leaves six sons, the youngest of whom is sixty-six years old; two daughters, thirty-four grandchildren and eight great-grandchildren. He cast his first vote for Andrew Jackson and claimed to have voted a straight Democratic ticket at every presidential election since.

Niper was born May 11, 1808, in a log cabin on a small farm on the hills above Stanhope, and had lived in that vicinity all his life.

FIVE PER CENT CASES TABLED

Serious Loss in Revenue Prevented by Rehearing Order—Year May Elapse Before Decision Is Given

Washington, D. C., March 13, 1916.

A SERIOUS drain on the finances of the Federal Government has been averted by the Supreme Court in ordering a rehearing of the so-called 5 per cent. cases. The interpretation of that section of the Underwood Tariff Act which authorizes a reduction of 5 per cent. in tariff duties on goods imported in American bottoms, provided such permit does not conflict with an existing treaty of the United States, is involved in the case.

The Treasury Department held that the proviso nullified the section and refused the reduction to any importation. The General Appraisers held that the 5 per cent. reduction should be granted to goods imported in American bottoms, but not to other imports. The Customs Court held that the 5 per cent. reduction in duties should be granted to goods imported in either American bottoms or in vessels of the so-called favored nations. If this last interpretation is to hold, the Treasury Department would be called upon to refund over $25,000,000 collected in tariff duties since the enactment of the Underwood Act. This 5 per cent. reduction, furthermore, it is said, would amount to a loss of about $15,000,000 in customs revenues annually to the Government.

The Supreme Court heard the arguments in these cases only a short time ago. Justice McReynolds was debarred from sitting in the case, inasmuch as he was Attorney General when they were fought out in the lower court. Justice Day was ill at the time and could not be present. There was one vacancy, to which Louis D. Brandeis has been appointed, but not confirmed. This left but six justices to hear the arguments, the minimum which can sit in a case. It was consequently not surprising that the Court ordered a reargument of the cases.

It has been the custom of the Supreme Court to hear arguments only until May. The 5 per cent. cases, consequently, may only be reargued during either the present month or April. If the reargument is not held during this time it will be necessary to put the cases off until the October term of court.

If the case is postponed until next fall, as is the likelihood at present, it more than likely would not be decided before a year from now. This would tide the Treasury over another year and probably by that time the finances of the Government will not be in such straitened circumstances as they are now. For the present the Treasury is in need of every cent of revenue that can be raised and it is not desired to have any of the revenues diminished by any means for the present. Futhermore, by postponing the reargument of the 5 per cent. cases until next fall, will postpone the decision of this problem until after the next Presidential elections. From a political point of view, consequently, the delay of these cases is not to be objected to.

Waitt & Bond Manager Dead

Death a short time ago claimed Louis L. Jacobs, of 11 Clive Street, Jamaica Plain, Mass. Mr. Jacobs for many years had been manager of the big cigar factory of Waitt & Bond, at Roxbury, Mass. He was decidedly successful in the direction of this office, having under him employees to the number of 1000, by whom he was held in great personal regard.

IRREGULAR PAGINATION

LITHOGRAPHIC FIRM WINS APPEAL

Wm. Steiner, Sons & Company Get Decision—Litigation Started in 1913—Plaintiff Sustained in First Trial on Three Patents

STEFFENS having been defeated about a year ago in a suit brought by Steffens, Jones & Company, concerning some patented bands, Wm. Steiner, Sons & Company appealed the case and the United States Circuit Court of Appeals has unanimously reversed the decision of the lower Court in favor of the defendants. The case originated through the efforts of the defendants to market certain stock cigar bands in February, 1912.

On the 9th of April, 1912, Emil Steffens, Jr., and Homer A. Jones filed applications for design patents for cigar bands, patents issuing on the 6th of July, 1912, Nos. 42,777, 42,779, 42,780, 42,781, 42,783, 42,784, 42,786, 42,787, 42,788 and 42,778.

On the 24th of April, 1913, Steffens & Jones brought ten separate suits in the United States District Court for the Southern District of New York, against Wm. Steiner, Sons & Company, alleging infringement of these ten patents and asking for an injunction restraining their further alleged infringement, the statutory penalty of $250.00 in each case, an account of profits and damages in each case, and the costs and disbursements of the suits.

The bands of both the plaintiffs and defendants are what is known as stock bands. In February, 1912, in order to meet competition, the defendant got out a series of stock bands, and in order to advertise them placed them, sixteen in number, on a band sheet which they sent out to their customers. This was done as early as March 6, 1912, by the defendants without any knowledge that Steffens, Jones & Company had any claim in connection with the matter whatsoever.

The defendants' bands were of the usual run of stock bands with only such variations as the trade is accustomed to find in stock bands long on the market. The defendants, Wm. Steiner, Sons & Company, therefore thought they were justified in manufacturing and selling the bands, and the decisions of the Federal Courts have justified them in this opinion.

These suits came on for trial before Judge Hand in the United States District Court in December, 1914, and after trial decrees were entered dismissing all the bills relating to patents Nos. 42,779, 42,780, 42,783, 42,784, 42,787, 42,788 and 42,778, and three separate decrees filed sustaining patents 42,777, 42,781 and 42,786. The above-mentioned seven patents were invalidated on the ground of non-patentability.

An appeal was taken to the Circuit Court of Appeals for the Second Circuit from the three decrees affirming the patentability of patents Nos. 42,777, 42,781 and 42,786, and the Circuit Court of Appeals has just rendered a decision reversing the District Court Judge and dismissing the bills in these three cases. All the ten patents have now been held invalid.

The result of these suits is of particular interest to manufacturers and dealers in cigar bands, in that it shows that these variations in cigar bands which are going on practically from day to day, and which are in the vast majority of cases made by the artist or draughtsman in the employment of the manufacturer or dealer, cannot be the subject matter of valid design patents.

The language of the District Court Judge in dismissing the seven bills of complaint, based on the Steffens & Jones' design patents Nos. 42,779, 42,780, 42,783, 42,784, 42,787, 42,788 and 42,778, was in part as follows:

"Were the matter open to me de novo I should hardly think that these groupings of elements, so long familiar in the art, into such new combinations as are here presented was beyond the competence of an ordinary designer who for these purposes should be regarded as the test of invention. If is true that no such combinations are exactly presented before in the art, and indeed their literal novelty is unquestioned, but I cannot bring myself to think that the especial combinations were variations beyond what scores of designers could produce at will out of the materials at hand."

As to the three other patents which were sustained by the District Court Judge the Circuit Court of Appeals had the following to say in its opinion:

"The question in the case at bar is not whether a design patent can be sustained although each separate element in the design may be old, but it is whether what has been done in assembling the old elements in the new designs rose in these particular cases to the level of invention. What has been done in the patents in suit has been to vary slightly the shape and disposition of the otherwise old design elements or surface ornamentation of the cigar bands.

. . . . . .

"Plaintiff's design patent No. 42,781, which is the most elaborate of the three, contains in the center a woman's head and bust and over it the word Esquisitos. There is nothing about this that is novel. There were prior to this design numerous cigar bands containing the heads of women and some containing the heads of men. The word Esquisitos even appears on a similar design prior to 1903 although placed at the bottom of the design instead of the top. The outline of the band, if not old, so nearly resembles the prior art that it is not entitled to consideration.

"We cannot discover in the design of that patent or in the design of the other two anything which indicates patentable invention."

The defense of all the ten suits were prepared, the cases tried in the District Court, and the appeals argued in the Circuit Court of Appeals for Wm. Steiner, Sons & Company by Mr. Joseph L. Levy, attorney and counsellor-at-law, of New York.

Plug and Smoking Tobacco Plants to Be Concentrated

The plug and smoking tobacco plants of the American Tobacco Company, located at Middletown, O., are to be removed to Louisville, Ky. This mode of action has been decided upon by the directors of the company who feel confident it will be to the better interests of the organization to concentrate, as far as is possible, the manufacture of its plug tobacco brands and certain grades of smoking tobacco in Louisville. The company desires to have the factories nearer the centre of production of the specific grade of tobacco used. For the present, the plants are to be accommodated at the National Tobacco Works, at Eighteenth Street and Broadway, and at the old Finzer plant, at Jacob and Jackson Streets. The capacity of these plants will serve for the time being, though it is thought that if the present rate of increase on these particular products of the company continues, it will be necessary to erect other plants later on.

Wheeling Stogie Output Shows Increase

The total output of stogies in Wheeling, W. Va., last month, totalled 11,543,350, as compared with 8,895,200, for the corresponding month one year ago, according to a statement made at the local internal revenue office. The revenue collected amounted to $34,650.05, as compared with $26,605.60 the same month a year ago.

A Fred. Barman & Bro. Display of "Mozart" Cigars

The above display recently appeared in one of the windows of the chain of stores operated in Los Angeles by Fred Braman & Brothers. The chain comprises twelve stores. The display shows the following sizes and shapes of E. M. Schwarz & Company's "Mozart" brand: "Ambassadores," "Coronas", "Boquet Grandes", "Perfecto Finos", "Magic Roses" and "Angeles".

Cigarette Salesmen Dine in Boston

During the past week at the Hotel Georgian, Boston, Mass., the American Tobacco Company tendered to forty of its cigarette salesmen from all parts of New England, an informal dinner, as a preliminary to the opening of its big New England cigarette campaign on the well-known "Egyptian Straights".

Addresses were made by R. L. Armstrong, head of the company's cigarette department for New England; S. Bornstein, personal representative of Vice-President George W. Hill, who has entire charge of the cigarette sales of the company; Ernest J. Goulston, the advertising agent who has laid out the campaign; M. A. Early, T. F. Gannon, and A. H. Hyde, the heads of the three New England divisions on cigarette sales.

The general efficiency of newspapers in promoting sales, was touched upon by both Mr. Armstrong and Mr. Goulston.

More Buildings for Bayuk Brothers

A four-story building, to be constructed of brick, concrete and steel, at Perth Amboy, N. J., to be used as a cigar factory is being planned by Bayuk Brothers, Philadelphia, manufacturers of the well-known "Havana Ribbon" cigar. Plans also are being drawn up by this company for a new tobacco warehouse at Lancaster, Pa., to consist of three stories, brick, concrete and steel construction.

Do Women Make Better Looking Cigars Than Men?

New Orleans, March 11, 1916.

A recent test made by the New Orleans factory of the Havana-American Company to prove their contention that girls made as good cigar-makers, if not better, than men, created a good deal of rivalry and promoted some interesting facts and figures. The New Orleans factory backed their women workers against the men workers in the factories at Tampa and Key West in the making of special club shapes, and according to the report from the New Orleans office when the smoke of battle had cleared the latter factory was winner by a big margin. "Women make a better-looking cigar than men," said the cashier at the New Orleans office to a "World" representative. "Perhaps that's because that is their chief aim in life, anyway," he further sagely remarked. "On the other hand, it is not to be denied that men make a better-smoking cigar than their feminine rivals."

A. J. B.

Cressman Company Leases Lancaster Building

Allen R. Cressman's Sons have leased a large building at Lancaster, Pa., for stripping purposes. Mr. Edward Cressman, son of Charles Cressman, head of the firm, will care for the company's local tobacco interests, and has leased a residence on North Duke Street, Lancaster.

COUPON CONCERNS NOT INJURED BY RECENT TRADING STAMP DECISION

(Continued from Page 13)

"The decision of the United States Supreme Court just handed down in the case of Little vs. Tanner upholds the constitutionality of a law passed in 1913 by the Legislature of the State of Washington, imposing a tax upon merchants using stamps and coupons which are redeemable in merchandise. It does not affect merchants who issue coupons in that State which are redeemable in cash.

"All of the coupons and certificates issued by the United Cigar Stores Company in that State are made expressly redeemable in cash, so that the coupons of that company are not impaired by the decision. The decision, as far as it affects the Florida statute, is academic as the Florida statute has been repealed by the Legislature of that State prior to the decision of the Supreme Court.

"In the State of Washington, where an arbitrary excise tax of $6,000 upon each concern using coupons was imposed, we have made the redemption in cash. But in each store premium articles are kept, which a customer may buy with the cash received from coupons, and at a rate which gives him practically the same value in merchandise as if he obtained it by coupons alone. This is based on the old business rule of discount to cash customers."

In an interview with a representative of the "Journal of Commerce", of New York, S. W. Eckman, secretary of the National Premium Advertisers' Association, said:

"The decision of the Supreme Court apparently sustains fully the contention of the representatives of the States of Washington and Florida to the effect that anti-trading stamp legislation is a matter for the State Legislatures to pass upon, and not the courts. As to whether it will, in any way, affect the legal status of the premium situation in those States where prohibitory legislation has been declared unconstitutional, is a question. In other words, quite a number of the States, including New York, have passed upon this question in their Supreme Courts and have held that the giving of premiums was a legitimate exercise of the right of an individual to conduct his business in a lawful manner. It is virtually a certainty that in such State the Supreme Court decision can, of course, make no change in the existing legal situation.

"As to the effect of the present decision upon the status of premium giving, even in such States as Washington, some of the anti-premium advocates will probably be disappointed. As a matter of fact, under the statute now held to be constitutional in the State of Washington, premium tokens can continue to be given, providing a cash valuation is placed upon them, and the goods are technically purchased for the money value of the coupons or tokens, instead of exchanged outright for them. Therefore, the only practical effect of these decisions is that virtually all the premium houses will do as the larger concerns have been doing for some time past—make their tokens redeemable in cash in the first instance—when doing business in a State such as Washington. The effect of the decisions on the companies, therefore, will simply be a matter of adjusting their business to it, as, in fact, many have already done.

"A phase of the premium situation which has been lost sight of by the opponents of the system is the benefit which will undoubtedly accrue to certain premium-giving concerns as a result of State legislation on the subject. There appears to be no question as to the legality of sending premiums by mail, express or freight. This being purely an interstate proposition, the States cannot interfere in any way. Therefore, such companies as are now doing business by mail exclusively, giving premiums with their merchandise, will probably be materially benefited by an extension of State legislation against the giving of premiums within the State and the selling by retailers of goods carrying premium tokens.

"The whole question is a much broader one than some people imagine, and when it is brought home to the retailers that they are not just fighting trading stamp propositions which may help some retailers as against others, but are trying to take away from the manufacturers, whose goods they sell, their particular method of fighting mail order competition based on premiums, the retailers will hesitate to lend their aid further to the movement."

Reynolds Company Earned More Than $4,000,000

The annual statement of the R. J. Reynolds Tobacco Company reveals net earnings of $4,729,988, which represents an increase of $1,813,424 over the previous year. After deducting dividends there remained a surplus of $2,354,988, against $1,316,564 in 1914. This surplus is equal to 45.54 per cent. earned on the outstanding common stock, which compares with 29.16 per cent. earned during the year 1914.

The report for the year ended December 31st last compares as follows:

	1915	1914
Net earnings	$4,729,988	$2,916,564
Dividends	2,375,000	1,600,000
Surplus	$2,354,988	$1,316,564
Previous surplus	8,823,704	7,507,140
Profit and loss surplus	$11,178,691	$8,823,704

Outlook for Imperial Tobacco Company

George A. Wills, chairman of the Imperial Tobacco Company, which controls production as well as the retail market in Great Britain, has the following to say on operations during the past year, and the outlook:

"The account for the fourteenth year of the company's operations again shows an increase in profits as compared with the previous year and a further improvement in the company's financial position and resources. The return from our large holdings in associated companies operating abroad continues to be satisfactory.

"In the profit and loss account of last year you will notice that net profits to October 31 amounted to £3,699,890, from which must be deducted (a) director's fees and management remuneration, (b) income tax, (c) £100,000 written off, freehold buildings and leasehold properties in excess of normal depreciation and (d) £1,000,000 transferred to the general reserve account. There is then left a balance of £2,208,813, which added to the unappropriated balance of profit from October 31, 1914, gives an available balance of £2,391,837."

Mr. Wills said that during the twelve months ended October 31, £72,879 were paid out in subscriptions to funds connected with the war and in allowance to employees who have joined the British army.

The total number of the company's employees now serving in the army amounts to 2313 and in addition, 2568 have offered themselves for enrollment.

In addition to a line of clear Havana cigars, such brands as "Principe de Gales," "Corona," "Portina" and "Kellys" will be carried at the cigar stand of Hubbard Petty in the Willard Hotel, Louisville, Ky. Mr. Petty only recently bought this stand, having formerly been connected with the Odell Cigar Company.

Heard on Broadway

D. A. Schulte will leave town shortly for an important business trip to Chicago.

After a visit to Cuba and Palm Beach, Benito Rovira is expected back in his offices this week.

Max Gans, of Max Gans & Sons, has recently left New York for a long visit to Porto Rico, where he will attend to the packing of the firm's tobacco.

Albert Falk, of the Falk Tobacco Company, is now in the West, calling on the trade. He reports a very healthy demand for their brands, and is optimistic for the future.

George Themelis, of Themelis Brothers, manufacturers of the "Themelis Rose Tip" cigarettes, is expected in the city this week. He has been on a business trip to Atlanta.

Jackson Kelly, who has recently joined the forces of Ryan & Raphael, is now in New York, working hard on the "Lucius" Havana cigar. He is showing the trade a very handsome advertisement for counter display.

S. Monday & Sons, Brooklyn, N. Y., cigar manufacturers, have opened a branch office at 86 Union Street, Boston, Mass., as a convenience for the company's New England trade. It is in charge of Morris Jacobs.

E. J. Lockwood is now identified with Merrian Segars, Inc., and will represent the concern in New York, Philadelphia, Baltimore and Washington. Mr. Lockwood will be remembered by a former connection with the "Beck," Havana, Cuba, cigar factory.

The Manila Commercial Company recently received cable advice of a shipment on the "S. S. Persia Maru" of 1,098,200 cigars and have just been advised of a shipment via the "S. S. Nippon Maru" of 1,261,000 cigars. They are expected to reach this country by the end of the month.

Ernest J. Moss, representing the Philippine Company, Ltd., in the United States, reports that he has recently received shipments of 350,000 of the various factory brands and that Manila has cabled additional shipments of 530,000. Mr. Moss was a recent visitor to the Boston trade and has now left for a tour of the South and Middle West.

Sidney Freeman & Sons report a very satisfactory business on their "La Flor De Intal" brands. While shipments from Manila are somewhat improved the new export tax and the increased freight rates has made new prices necessary. The high quality of the brands of their Manila factory has resulted in some splendid accounts and little objection is met on account of the slightly higher prices.

Big Cigar Manufacturing Firms to Combine

EFFECTIVE May 1st, the cigar manufacturing firms of T. J. Dunn & Company, and S. I. Davis & Company, have recently signed agreements to form a merger, although both firms will continue business under the same name as heretofore. It is understood that the policies of the two companies will not be changed nor will there be any change in the executive or sales staffs.

The combination will have a total output which places it in the first rank of the cigar manufacturing firms of the world. During its career, T. J. Dunn & Company have absorbed the Havencia Cigar Company, Victor Thorsch & Company, McCoy & Company, and A. S. Valentine & Sons. This combination is said to have an output totaling more than 100,000,000 cigars a year.

Samuel I. Davis & Company have three factories, and are conceded to produce upwards of 50,000,000 cigars annually.

An Innovation By the Cado Company

A detachable cork-tipped cigarette is soon to be placed on the market by the well-known Cado Company, which manufactures the "Fifty-Six" and "Cado" brands. It is understood that a machine has been invented to manufacture these tips, and that they will be supplied on the company's regular brands. Advantages claimed for the new tip are that it will eliminate the tobacco particles which slip into the mouth from the cigarette and cause annoyance to the smoker, that it is non-breakable and much firmer.

H. Duys & Company Expect Sumatra Samples Soon

Owing to the steady withdrawal of Sumatra holdings by their customers, H. Duys & Company state that the new purchases by the firm at the Suinatra inscriptions will be quite acceptable. According to the belief of the firm, samples of the new tobacco should arrive in this country within the next three weeks. The sudden boom in cigar manufacturing has increased confidence in the Sumatra-wrapped cigar, and for this reason has resulted in a steady demand for that leaf.

New Street Stand Bill

A bill providing that permission to sell tobacco products be granted only to such standkeepers already operating, has been just recently introduced to the Assembly by Assemblyman Goldman, following an investigation made by Commissioner of Licenses Bell's special committee, directed by Victor Ridder, relative to the suggestion that there be included in the licenses permitting the operation of street stands, permission to sell tobacco. According to Chairman Ridder, the bill which is now before the legislature and upon which a decision is expected in the very near future, received the endorsement of his committee, inasmuch as in its judgment the bill was manifestly fair to all concerned. The fear that much annoyance would be occasioned by an influx of entirely new street vendors desiring to benefit by the new ruling, may be set aside by the fact that only those who are now operating will be the beneficiaries of the hoped for provision.

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PUBLICATION OFFICES

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Bell Telephone—Lombard 1768
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J. LAWTON KENDRICK .....Managing Editor
HOBART BISHOP HANKINS .....Advertising Manager

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The prosperity of Tampa is an evidence of the growing popularity of the Tampa-made cigar. During the past year many records have been broken and many new ones established. Despite adverse business conditions, the Tampa manufacturers have kept steadily at their tasks, and through the efforts of able salesmen, persistent advertising and the maintenance of quality in their cigars, have come through as winners against big odds.

Tampa-Made Cigars

Despite the reverses met by the Cuban manufacturers of clear Havana cigars, the importations to the United States are again on the increase. The business conditions which this country has faced has made serious inroads on the production of domestic manufacturers as well as upon imported cigars.

The Cuban Industry

The fact remains however, that the imported clear Havana has a distinct place in the sale of manufactured cigars in this country, and that the place they have won through quality and diligent effort cannot be usurped.

T. M. A. to Conduct Registration Work

During the past week, negotiations were concluded whereby the Tobacco Merchants' Association have acquired the registration records of the "Tobacco World" Bureau, and hereafter they will have charge of this work as far as our publication is concerned.

We think that this is the best solution of a problem which has been most vexing for some years.

We have maintained this bureau as a trade convenience for a long time, and it has now reached a point where we feel that we could not continue it along the same lines without a loss to ourselves, unless we made a substantial increase in our scale of prices. This, while fully justified in our minds, we did not want to do.

The Tobacco Merchants' Association, when organized last fall, approached us on the subject of registration work, and stated that in their opinion the Association was the proper medium for exclusively handling this delicate and peculiar work for the trade at large.

We pointed out to them the situation as we saw it, and they told us that they were making arrangements with the United Registration Bureau, to have the exclusive control of their records, and also wanted ours. We gave them an optional agreement to secure our records, and have us withdraw from the field, simultaneously with the United Bureau. This option was exercised last week.

In withdrawing from this work, we feel that we have left it in competent and impartial hands.

To the many friends of the bureau we return thanks for continued patronage, and we assure all that we have always endeavored to be strictly honest and fair in every stand which we took. To any who may nourish a resentment, we merely ask them to sink such resentment in the great sea of Forgotten Things.

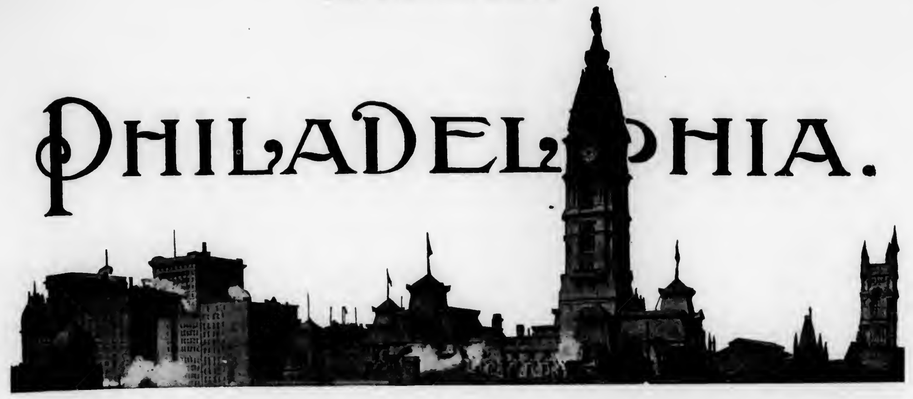
In future all registration applications should be addressed to the

Registration Bureau,
Tobacco Merchants' Association of America,
5 Beekman Street, New York City.

We shall continue to print regularly each issue the titles granted by the Association's Bureau, but can give no information whatever concerning the work.

Way-Meade Cigar Company Formed

Joseph Way, George G. Meade and Archibald T. James, all of Philadelphia, Pa., are named as the incorporators of the Way-Meade Cigar Company, one of the newest concerns in the trade at Philadelphia. The company is capitalized at $50,000, and has been incorporated for the purpose of manufacturing cigars and cigarettes and engaging as tobacconists as well. It has opened up a factory at 1223 Cherry Street, where it is now manufacturing the "Rivola" cigar, a Havana product. Here also, the offices are located. Both Mr. Way and Mr. Meade are well known to the trade in Philadelphia, Mr. Way having been formerly the proprietor of the six stores now operating in that city under the title of the Peermont Cigar Company.



Philadelphia Notes

The "Admiration" cigar in three sizes is being displayed by the cigar departments of the George B. Evans stores.

Duncan & Moorehead, local distributors for the well-known "El Roi-Tan" cigar, announce an addition to their sales staff in the person of Carl Burger.

The "Aristocrat" is the new size which has been added to the popular "Wissahickon", a private brand of the Finley Acker Company, that has been their leading five-cent cigar for the past twenty-five years.

James Reilly is back again in the city following a successful trip through Pennsylvania in the interests of the "Themelis" rose-tipped cigarettes, manufactured by Themelis Brothers, New York. Mr. Reilly is the Philadelphia representative on the brand.

Morris D. Neumann, of the firm of Neumann & Mayer, states that the factory is enjoying a very satisfactory demand for their well-known "Bello Mundo" brand. "El Tello" and "White Knight" cigars, made by the same firm, are showing a steady increase in distribution.

Ralph Rosenfelt, Louis Rosenfelt and Alice J. Hollis, all of Philadelphia, Pa., are named as the incorporators of the Bright Cigar Machine Company, of Philadelphia, incorporated at Wilmington, Del., recently. The company which is capitalized at $100,000 plans to manufacture and sell for market cigars, pipes and kindred articles.

Boltz, Clymer & Company to Liquidate

Boltz, Clymer & Company, Inc., Philadelphia and Tampa, manufacturers of the "El Palencia" cigar, are to go into liquidation. This decision was arrived at, at a meeting held by the directors of the company during the past week. Declaring that it would be to the best interests of the creditors to sell the assets and the business, dissolving the corporation, a resolution was adopted directing W. G. Baker, the secretary of the meeting, to arrange for the sale, the same to take place thirty days after March 7, 1916.

"Girard" Proposition For Dealers

TRUTH in advertising is not always present, but we doubt if there will be many who read the advertisement of Antonio Roig & Langsdorf, to be found elsewhere in this issue, who will doubt the truth of the message embodied therein. This well-known company has a cigar in which it itself really believes, and which they are confident will be an excellent brand from the standpoint of profit to the dealer handling it. You dealers who read this, will doubtless recall the steady advertising which the company has been doing for some time in the various magazines of large circulation throughout the country relative to the merit of the famous "Girard" cigar. Therefore, it is unnecessary to go into detail regarding the brand. In the first place, the quality of the "Girard" cigar has a strong appeal. Secondly, a guaranty of satisfaction is given on every cigar. Thirdly, they are supplementing these with extensive advertising, the whole consisting of three excellent points. Those manufacturers who are interested will find more detailed information in the advertisement, and may obtain complete information by addressing Department "H", Antonio Roig & Langsdorf, Philadelphia, Pa.

"United" Changes Corners and Saves Rental

At a saving in rental charges of $5800 annually, the United Cigar Stores Company, will on March 15th, open its new store on the southwest corner of Eighth and Chestnut Streets, Philadelphia. This will be in accordance with its plans not to pay heavier rents than are necessary. The "United" store to be vacated is situated on a corner of Green's Hotel, at Eighth and Chestnut Streets, on a line diagonal with the corner which is to be occupied by the new stand. For the present stand they were paying $10,000 per year. As the time for the expiration of the company's lease drew near, the request for a cheaper rent was requested and refused. The "United" then cast about for another place which they secured and which is to be opened as above stated.

J. Frank Guppy to Manage Scranton Chain

J. Frank Guppy, for a number of years assistant to Mr. McDonnell, of the well-known Yahn & McDonnell stores, has severed his connection with that firm, and has gone to Scranton, where he will have charge of the chain of fourteen stores operated by Hine & Myers. Mr. Guppy will make his headquarters in Scranton in the Board of Trade Building.

The Pipe Trade

APROPOS of the conditions in the pipe manufacturing trade a well-known Canadian manufacturer recently discussed the situation with a representative of the Canadian Cigar and Tobacco Journal. While the conditions may be somewhat overdrawn as far as the United States is concerned there is no doubt that the interview contains much of fact. For the benefit of our subscribers we reprint the article, which follows:

"To begin with, all the centres of the European pipe industries as well as nearly all sources of supply of raw materials and accessories needed for the manufacture of pipes are situated in countries which have been engaged in war for a period of about one year and a half. In all the countries engaged in the war a great percentage of the best men have been sent to the front or are at present in training, with the result that their pipe industries, as well as all others for that matter, have had to suffer and will obviously remain crippled for some time after the war in proportion to the men who will never return from the battlefield.

"Moreover, all European countries have been more or less dependent on each other in their pipe industries. Italy and France supplied the briar wood and briar bowls, Turkey the raw meerschaum, Germany the raw amber, and such important component parts as rubber and celluloid stems. Austria was the world's market for raw meerschaum and the chief supplier of meerschaum goods, amber mouthpieces and pipe cases, while England, not being a representative producer of any of these commodities, has had to import every one of them. It has not seemed possible to remedy this interdependence of the countries named to any appreciable extent during the war, hence they have experienced a shortage of one or the other of the articles which they must have in order to keep their pipe factories going.

"Since Italy entered the war and mercantile shipping in the Mediterranean became all upset, the shortage of briarwood has become more and more acute, with the result that the price of briarwood had by the end of 1915 gone up 76½ per cent. and is still rising. This, in conjunction with considerable advances in the prices of all pipe-bits, metal mounts, etc., the shortage of labor, the high cost of freight and insurance, and the war tax, means that the cheaper lines of briar pipes, especially the 25-cent lines, are bound to disappear. In fact, it is more than doubtful whether even 35-cen and 50-cent lines will be forthcoming in sufficient quantities to meet the demand.

"As to briars with amber mouthpieces, meerschaum pipes and meerschaum and amber cigar and cigarette holders, their importation has practically ceased long ago, and fall trade will see an unprecedented scarcity of these goods. The lessons to be drawn from these conditions are pretty obvious, and dealers, when about to make their purchases will do well to forget all they have ever known about the exact shapes and sizes they have been in the habit of selling and to take whatever they can get at reasonable prices.

"The merchant who refuses to buy a line of pipes for no other reason but that the patterns are bent, while he thinks he must have straight ones, or because the bits are made of celluloid when he wants rubber, will before long find that he cannot get either, and that he has missed a chance, and if he rejects offers of amber goods because he thinks he cannot sell them before the fall, he will be without amber goods or else forced to pay fancy prices for them by the time fall trade begins.

"Of course speculation as to the duration of the war has a great deal to do with the confusion of a merchant's judgment, particularly if he is not sufficiently familiar with existing conditions, and in this respect it may be well to state that the end of the war, no matter when it takes place, will certainly not appreciably augment supplies or lower prices this year in any case. Even if peace were to be declared in spring, and if immediately afterwards the European pipe factories were set going again at full capacity (which for numerous reasons is an impossibility), it would be too late to manufacture and ship the goods in time for this year's trade.

"There is no information to hand at present as to whether and to what extent the cultivation of the briar root has been neglected since Italy entered the war, but quite apart from this question the scarcity of briar pipes is bound to continue for a long time after the declaration of peace, for reasons which it would take too long to go into today."

"Live Wires" of the West

The above photograph is that of Fred Unland (with a cigar in his mouth), the hustling manager for E. V. Schnoor & Company, Oklahoma City, Okla., and W. A. Moore, representative of the I. Lewis Cigar Manufacturing Company,

Newark, N. J. Mr. Unland, who is featuring "John Ruskins" and "Flor de Melbas", the great nationally known cigars, the two Lewis brands, reports exceptional business all over his territory for these two big sellers. Mr. Unland reports business conditions very favorable, and predicts a prosperous year. He says, "'John Ruskins' and 'Flor de Melbas' have a very big following, and dealers are pushing these brands because the smokers get real satisfaction from them."

Following an admirable record with the well-known jobbers, Rothenberg & Schloss, Ed. L. Beall has identified himself with the sales staff of the Parker-Gordon Cigar Company, Kansas City, Mo. The State of Nebraska, with the exception of the cities of Omaha and Lincoln, will be the territory under the direction of Mr. Beall.

José Fernandez Retires from Business

Havana, March 9, 1916.

The firm of Cifuentes, Fernandez & Company has been dissolved, as per circular dated the 19th of February, 1916 (but only received today), and a new one has been formed under the style of Cifuentes, Pego & Company, and of which are the general partners Ramón Cifuentes Llano and Francisco Pego Pita. Saturnino Alvarez Blanco has been authorized to sign the firm name by power of attorney. The following gentlemen are industrial partners (with a share in the profits but participating in no losses, nor can they take any active share in the direction of the business or sign the firm name): José Alonso Lopez, Martin Dosal Martinez, Fernando Gonzalez Damas, Francisco Gonzalez Hernandez, Agustin Gonzalez Alea, Eduardo Lopez Garcia, Gabriel Bilbao Lecumberri, Leandro Cifuentes Alvarez and Raimundo Cifuentes Alvarez.

The new firm has taken over all the assets and assumed all the liabilities of the dissolved firm. The Partagas factory will be managed as heretofore and there is no other change except the retirement of José Fernandez (Maquila) on account of poor health.

We wish the new firm all the success that has always attended its predecessor.

Oretaniv.

Liggett & Myers to Protect "King Bee" Dealers

New Orleans, March 11, 1916.

Under date of February 28th W. R. Irby, director of the W. R. Irby branch of the Liggett & Myers Tobacco Company, issued this notice to the trade:

"We learn that it is possible that dealers will be notified by certain persons, named Sarrazin, and warned not to handle 'King Bee' smoking tobacco bearing the label which we are now using on it, upon which appears 'Jules Sarrazin, Liggett & Myers Tobacco Co. Successor.' . . . . We beg to advise that Liggett & Myers Tobacco Company is the owner of the brand 'King Bee' and that it has purchased the business and brands of Jules Sarrazin, including 'King Bee', in 1894. If you are subjected to any suit on account of handling 'King Bee' we will undertake the defense of such suit and will fully protect you against any judgment and will pay all attorneys' fees incurred by you on account of such suit."

A. J. B.

Lancaster County Dealers Urge Increased Acreage

Because of the general shortage of old tobacco, and the fact that the 1915 crop in Pennsylvania, Ohio, Wisconsin and Connecticut was short, leaf dealers and cigar manufacturers were hopeful that Lancaster County tobacco growers would plant an unusually large acreage this year, especially as the outlook is good for higher prices. It looks now as though the expectation will not be realized, as large numbers of Amish, who are among the best growers of the eastern part of the county, have declared their intention of dropping tobacco for potatoes and cabbages, both money-making crops under favorable conditions, and easily grown.

It was the eastern section that suffered most from hail-storms last season. Last year many growers of the southern section raised potatoes, instead of tobacco, but the rot caused heavy losses, and the hope is now entertained by packers that these growers will return to tobacco.

An aggressive campaign on the "Admiration" cigar, manufactured by the Regensburgs has been in progress recently under the direction of the Peter Hauptmann Tobacco Company, St. Louis, Mo. This company is distributor of this well-known brand.

Trade Jottings

Henry Rothenberg is now located in his new office 181 Front Street, New York City. Mr. Rothenberg was formerly located at 178 Water Street.

C. L. Weaver was a recent caller on the trade of Cleveland, Ohio, booking orders on his company's well-known "San Felice" and "El Verso" cigars.

Strobel Brothers, proprietors of the cigar store in the Grand Opera House Block, Vine Street, Cincinnati, Ohio, recently celebrated their first anniversary in business.

The J. S. Pinkussohn Cigar Company, Jacksonville, Fla., has taken on for distribution, the "Haimer" cigars manufactured by the Haimer-Cabrera Cigar Company, of Tampa, Fla.

En route to Texas and the Southern States F. H. Miles, of the Union-American Cigar Company, manufacturers of the popular "Rocky Ford" cigar, stopped off at Oklahoma City, Okla., to call on the trade.

The "Mi Lola" line of ten-cent cigars, shadegrown products, has been taken on for distribution by the Thorwart & Roehling Company, old-established cigar and tobacco wholesalers of Chicago, Ill.

Excellent business is reported by the E. H. Gato Cigar Company, Key West, Fla. The statement is made by the company that did space permit their orders would necessitate their taking on additional cigarmakers.

That business was on the increase was the opinion recently expressed by Sol Salomon, cigar manufacturer of Kalamazoo, Mich. Mr. Salomon just previously returned from an extended business trip on the Pacific Coast.

"Mi Hogar," "Flor de V. Guerra, Diaz & Co.," "Flor de Sevilla" and "Solace" are among the leading Havana brands carried by the cigar department of J. F. Callahan & Company, Boston, Mass. The head of the department is Mr. Steere.

A new cigar store has been opened at 322 Robert Street, St. Paul, Minn., by Harold J. Wolfe. Among the brands carried are "Lovera," "La Azora," "Mozart" and "Le Venga." Mr. Wolfe was formerly in charge of the cigar department of Franklin's Buffet.

Distributed by the cigar department of the P. C. Knowlton Company, Memphis, Tenn., the "C. H. S." cigar manufactured by Val. M. Antuono, Tampa, Fla., is reported to be meeting with excellent success in Memphis. Fred Mason is manager of the cigar department.

For the purpose of manufacturing and dealing in tobacco products, the Green Cove Springs Cigar Company, Green Cove Springs, Fla., was recently incorporated with a capital of $5000. The officers are named as follows: President, A. B. Geiger; vice-president, J. J. Rivers, Jr.; secretary, J. J. Hall; treasurer, Frank Bessant; and secretary, John T. King.

Bruce Griffith, for a number of years in charge of the Church Street store of the United Cigar Stores Company, at Nashville, Tenn., has been transferred to Winston-Salem, N. C., to assume the managership of the company's store at that place. Mr. Griffith has been succeeded at Nashville by Frank Maurice, who comes from Terre Haute, Ind., where he has been for the last four years.

Prohibition's Effect on Country's Revenues

By L. Ames Brown in the "Journal of American Bankers' Association

TREMENDOUS decreases in the amount of revenue derived by the government in the fiscal year 1915, which are disclosed in the annual report of Commissioner of Internal Revenue Osborne recently made public, direct attention in a new and forceful fashion to the effect upon our system of taxation to be anticipated from the operation of that nation-wide reform which so frequently we hear heralded by the Anti-Saloon League and its supporting organizations. The Internal Revenue report shows clearly that the problem of taxation is linked so importantly to that of liquor reform in the manner proposed by ex-Congressman Hobson that it merits the quiet, but serious, consideration of every American citizen. It certainly justifies a demand, in behalf of those who have not enrolled themselves as partisans on the side embody some adequate scheme of taxation in their program of the Hobson propaganda, that the prohibition advocates which will offset the sums by which the National Treasury will be depleted.

The following quotations from Commissioner Osborne's report present the data gathered by his office as to the falling off in the consumption and production of beverage intoxicants:

"The production of distilled spirits in the fiscal year 1913 amounted to 193,605,258 gallons; in 1914, 181,919,542 gallons; in 1915, 140,656,103 gallons.

"The tax-paid withdrawals of distilled spirits (which represent consumption figures) in the fiscal year 1913 amounted to 143,220,056 gallons; in 1914, 139,138,501 gallons; in 1915, 125,155,178 gallons. The withdrawals of tax-paid spirits in the first three months of this fiscal year amounted to 27,903,829 gallons, as compared with 32,043,662 gallons withdrawn in the first three months of fiscal year 1914 and 38,456,420 gallons withdrawn in the first three months of fiscal year 1915.

"There were removed tax paid in fiscal year 1913, 65,245,544 barrels of fermented liquors; in 1914, 66,105,445 barrels; in 1915, 59,746,701 barrels, and for the first three months of this fiscal year 17,458,565 barrels, as compared with 20,606,582 barrels for the first three months of fiscal year 1914, and 18,181,604 barrels for the first three months of fiscal year 1915.

"There is a noticeable decrease in the receipts from distilled spirits and fermented liquors. This, in the main, can probably be attributed to prohibition laws. Alabama, Arkansas, Arizona, Georgia, Kansas, Maine, Mississippi, North Carolina, North Dakota, Oklahoma, Tennessee and West Virginia are operating under prohibition laws, and Colorado, Iowa, Oregon, South Carolina, Virginia and Washington have passed prohibition laws which will become effective in the near future, and undoubtedly this has had and will continue to have effect upon internal revenue receipts."

In a further analysis of the figures regarding the consumption of liquor, the Commissioner says:

"During the last fiscal year there were produced from materials other than fruit 132,134,152.2 taxable gallons of distilled spirits, or 42,477,492.8 gallons less than the quantity of like spirits produced during the fiscal year 1914.

"Of this class of spirits there were removed from bonded warehouses on payment of tax 121,498,325 taxable gallons, or 14,771,427.6 gallons less than the quantity tax paid during the preceding year.

"The decrease here noted occurred principally in beverage spirits (whisky, rum and gin), and the falling off in this class of spirits is doubtless attributable, in a large measure, to the prohibition laws enacted in many of the States.

"The quantity of such beverage spirits remaining in bonded warehouses at the close of the fiscal year 1915 was 251,168,079.5 taxable gallons, which, on the basis of tax payments as to this class of spirits during the year (67,790,044.9 gallons) represents a stock sufficient to meet the demands of the trade for the next three or four years. Of this quantity 52,727,090.3 gallons have remained in warehouse four years or more, and are now eligible for bottling in bond.

"Under the conditions here noted, no material increase in revenue from distilled spirits during the current fiscal year can be reasonably expected. Indeed, a gradual decrease in annual receipts from this source, in consequence of the State prohibition laws, may, I think, be safely predicted."

In further verification of his opinion that prohibition is more than ever abating the use of alcohol, the Commissioner points out that 108 distilleries and forty-one breweries went out of business in the fiscal year under examination.

Persons more inclined to question the efficacy of prohibition point out that during the same year in which these decreases were noted there was a decrease of more than 600,000,000 in the number of cigars "consumed" and a decrease of $2,515,882 in the tobacco revenue of the government. From these facts they argue that the country evidenced, in a diminished consumption of both liquor and tobacco, the very positive tendency toward personal economies which set in during the parlous financial conditions which followed the outbreak of the European war. As casting further doubt on the conclusions of the Commissioner, they point to his own statement regarding the continued growth of illicit distilling in the prohibition States of the South. This development of the "moonshine" industry in the prohibition States has been a subject of comment in every annual report of the Commissioner of Internal Revenue for many years. In the most recent report Commissioner Osborne says:

"The business of the 'moonshiner' in whisky in the Southern States, from the number of illicit distilleries reported seized during the fiscal year ended June 30, 1915, appears to be increasing. There were reported 3,832 illicit distilleries destroyed during the fiscal year 1915, as against 2,677 destroyed during the fiscal year ended June 30, 1914. As a result of informtaion received by the revenue agents through informers as well as by the officers themselves endeavoring to capture these illicit distillers, or destroy their distilleries and distilling apparatus, the following persons were killed:

"O. B. Byrd, an informer to the still of Marion and John Pennington, Campbell County, Tennessee, was killed April 13, 1915.

"J. S. West, acting as posseman, was killed on February 10, 1915, while raiding the still of Bud Tucker, Putnam County, Tennessee.

"C. P. Phlegar, deputy United States marshal, killed May 14, 1915, while on a raid, acting as posseman, in Patrick County, Virginia.

"There does not appear to be any abatement respecting the illegal sale of liquors by 'bootleggers'. Many reports are received in this bureau from the law-abiding element throughout the country, reciting conditions as to illegal sales of liquors in the various localities by 'bootleggers', and asking this bureau to assist them in stamping out the conditions complained of. These conditions are largely brought about by failure of local officers to enforce the provisions of the State laws governing the manufacture and sale of liquor."

The dubious ones point also to the number of retail and wholesale liquor dealers paying Federal tax in the prohibition States. A compilation included in the Commissioner's report discloses that more than eight thousand liquor dealers (the number includes druggists, as well as "blind tigers" and "blind pigs") aid the Federal liquor tax in the twelve States in which prohibition laws now are operative.

Whatever the comparative importance of the part played by economy and the prohibition reform in this reduction of consumption of liquors, is a fact that the government's revenues fell off $22,250,000 in a year in which the Treasury fund was sadly depleted in other ways. This loss of a mere $22,250,000 is unimportant as compared with the ultimate effect of prohibition upon the nation's revenues should the Hobson movement to put the entire country in the "dry" column achieve success.

The importance of this effect can be appreciated when it is stated that nearly forty per cent. of the government's taxation revenue is derived from liquors. The Secretary of the Treasury's last annual report shows that the total income of the Government from taxation was less than $700,000,000.

Of this sum approximately $225,000,000 was derived from internal revenue taxes on liquors, and $13,400,000 from customs duties on liquors. It would be better, however, to take the customs revenues from imported liquors for the previous year as illustrative of our point, for the past year has seen, of course, a practical discontinuance of importation of both German beer and French and Italian wines, due to the engagement of these nations in the great European struggle. The customs revenues in the fiscal year 1914 amounted to $19,500,000. If this sum had been equaled in the past year the total government revenues from liquor taxes would have reached $245,500,000.

It is a fact not frequently commented upon that the Government derives so large a percentage of its revenues from direct and indirect taxes on liquor. It is evident, therefore, that the establishment of nation-wide prohibition would necessitate the complete reorganization of our system of taxation. The Democratic tariff for revenue probably would have to be increased to percentages which would satisfy all the demands of protectionist ideals. The much discussed inheritance tax might find the way for its adoption made easy. The present income tax on wealth certainly would be extended. The tribulations of the present administration and the Democratic leaders of Congress in their efforts to devise new sources for $112,000,000 of revenue, which the Secretary of the Treasury solemnly assures the country will be sufficient to wipe out the deficit and provide for the increased national defense program, suggest a mild picture of the troubles that would fall upon Congress with the advent of nation-wide prohibition. Increased taxation invariably has brought the responsible political party into disfavor throughout the history of our politics. Is it not a reasonable suggestion that the unpopularity which would be inspired by new taxation laws to raise $245,000,000 more would mean the death of the political party which fathered it?

J. P. Manning Company, Boston, Mass., are preparing to move shortly into their new warehouse, which is rapidly nearing completion.

A Kasing Fluid for Cigars

Rosenbaum Brothers, with shipping and manufacturing plants located at 3202 Chestnut Street, this city, have entered the market with a kasing fluid for use in cigars. They have a preparation for treating wrappers and another one for treating filler. The latter preparation is said to improve the smoking qualities of and flavor of certain tobacco types.

The capacity of the plant at present is ten barrels a day. The manufacturers claim for the kasing fluid that it will remove all seedish taste, that it will cause refractory tobacco to burn uniformly, that it will leave a solid white ash on the cigar, and that it is positively not harmful to the smoker's health.

The offices of the firm are located at 605 South Third Street, Philadelphia, Pa.

New "Por Larranaga" Size

From the Por Larranaga factory, Havana, Cuba, comes the announcement of a new size which this concern has placed on the market. Assuming the nature of a panatela in length, but lacking a head, it is styled the "Entredias" and is intended for a short smoke. The quality of leaf for which "Por Larranaga" cigars are noted, is also utilized in the manufacture of the "Entredias." A decidedly cordial reception is said to have been accorded the size in Havana. The package, consisting of an attractive carton, contains five cigars. As yet the United States has had but little opportunity to test the new size, but it is predicted that there is but little doubt that the "Entredias" will meet with the success which has already been its lot in Havana.

Petition in Bankruptcy Filed Against Harry Weiss

A petition in bankruptcy has been filed against Harry Weiss, cigar manufacturer of 80 Bowery, New York City, by these creditors: Michael Eisenbruch, $150; Fred. W. Buermeyer, $450, and Agnes A. Brennan, $250. He also made an assignment to Ben Seidenstein. Liabilities are stated to be $12,000 and assets $2,000. He has been in business eight years.

Robin-Hirsch Company Has Glass Lids

A glass lid for oval and square tin cans is one of the latest products of the Robin-Hirsch Company, 250-254 Canal Street, New York City, manufacturers of display cases, and flash electric signs that are utilized by dealers in their windows for the displays of cigars, cigarettes, etc. According to the Robin-Hirsch Company, many favorable comments are being received from the manufacturers who have given the new lid a trial.

American Cigar Company Earnings in 1915

In the annual statement of the American Cigar Company for the year ended December 31, 1915, net earnings of $1,850,106 are shown, against $1,508,842 a year ago. After the deduction of preferred dividends a balance of $1,250,406 remains, which is equal to 12.5 per cent. earned on $10,000,000 common stock, compared with 9.08 per cent. earned on the same stock in 1914. The comparison follows:

	1915	1914
Net earnings	$1,850,106	$1,508,842
Balance	7,850,406	1,508,842
Preferred dividends	600,000	600,000
Balance	$1,250,106	$908,842
Common dividends	600,000	600,000
Surplus	$650,406	$308,842
Previous surplus	9,003,465	8,476,903
P. & L. surplus	$9,653,870	$8,785,745

AMERICAN TOBACCO COMPANY REPORT

Court Order for Sale of Securities Obeyed—Scrip Due in 1915 Paid in Cash—Bonds and Stocks Retired in Accordance With Decree

New York, March 11, 1916.

THE treasurer's report to the stockholders of The American Tobacco Company of New Jersey, says in part:

Bonds and preferred stock have been retired during the year, in accordance with decree of court explained in previous reports, as follows: 6 per cent. bonds, $92,000; 4 per cent. bonds, $123,700; preferred stock, $61,500.

The three years allowed for the exchange of securities under the plan having expired, the court further ordered that the remaining securities of Liggett & Myers Tobacco Company and P. Lorillard Company belonging to this company be sold; and this has been done.

As required by the Trust Indenture of October 20, 1904, the Guaranty Trust Company, trustee, purchased and canceled 6 per cent. gold bonds of this company of the par value of $74,000, the cost of same being $88,620. The difference between par value and cost of the bonds so purchased has been written off as an expense.

The scrip of this company, amounting to $2,012,120, which was issued September 1, 1914, as a dividend on common stock, matured September 1, 1915, and was paid in cash.

After the cancelation of preferred stock as stated above, the amount outstanding at the end of the year was $52,699,700; there has been no change in the common stock, and it remains $10,242,400. Both classes of stock have equal voting rights and the aggregate number of stockholders (February 14, 1916) was 8498.

The American Tobacco Company has issued its report for the year ended December 31, 1915. The income account compares as follows:

	1915	1914	1913	1912
Total sales	$64,710,287	$69,339,083	$69,516,932	$67,950,257
Net earn.	8,463,483	9,045,046	8,755,709	10,123,885
§Dividends	2,332,191	1,756,773	3,368,862	1,626,223
Int. on loans, etc.	368,224	385,087	699,175	727,449
‡Miscell. inc.	270,122	650,025	1,897,891	3,453,106
Total inc.	$11,434,019	$11,836,930	$14,721,638	$15,930,663
Int. on bds.	199,428	203,316	232,103	486,702
Balance	$11,234,591	$11,633,614	$14,489,535	$15,443,961
Pfd. divs.	3,162,779	3,165,672	3,171,458	3,201,298
*Balance	$8,071,812	$8,467,942	$11,318,076	$12,242,662
Com. divs.	8,048,480	8,048,480	8,048,080	3,018,180
Surplus	$23,332	$419,462	$3,269,596	$9,224,482
Prev. surp.	35,970,606	37,304,287	40,071,050	40,095,048
Total sur.	$35,993,938	$37,723,749	$43,340,646	$49,319,530
‡Extra com.	.....	.....	6,036,360	8,018,480
Imp. Tob. Co.	.....	1,753,143	.....	.....
¶Extra com.	.....	.....	.....	1,200,000
P. & L. sur	$35,993,938	$35,970,606	$37,304,287	$40,071,050

*Equal to 20.05% on $40,242,400 common stock against 21.04% earned on same stock in 1914, 28.12% in 1913, and 30.42% in 1912.

†Income from sundry other sources, including income from securities which under decree of court have been sold or distributed; profit from those sold and income from securities of Liggett & Myers Tobacco and P. Lorillard Company held for account of this company pending exchange as ordered by court.

‡Extra common dividend paid from cash realized from depreciation of securities ordered by courts.

§Dividends from companies part of whose stock is owned.

¶Extra common dividend (Am. M. & F. stock).

The balance sheet of the American Tobacco Company as of December 31, 1915, compares as follows:

The statement of earnings includes only the dividends received from those companies a part only of whose stock is owned by this company; but it includes the total net profits for the year of companies all of whose stock is owned by, or held in trust for, this company.

At the annual meeting of the American Tobacco Company, J. H. Mahler was elected a director, succeeding Thomas J. Walker, resigned. Mr. Mahler becomes a vice-president of the company, succeeding Thomas B. Yuille. Mr. Yuille, however, remains on the board of directors.

Selling Window Displays By Mail

A plan whereby one's display window may wear an attractive and up-to-date garb, is among the specialities now advertised by the Rex Window Advertising Company, 126 West Twenty-third Street, New York. By arrangement with the company, it is possible for any manufacturer or jobber, no matter how far from New York City he may be located, to secure especially designed window aids for the advertising of whatever brand he desires. The facilities of the company are excellent for the rendering of this service. Dorsey Whitestone, of the company, is daily in receipt of a number of inquiries from different parts of the country relative to this phase of the company's work.

Arthur Taylor will hereafter represent H. Fendrich, of Evansville, Ind., manufacturer of the well-known "Charles Denby" cigar. Mr. Taylor was formerly identified with the Porto Rican-American Cigar Company.

The Robertson Cigar Company, jobbers of Lancaster, Pa., announce the appointment of H. R. Gilgore as general manager. Mr. Gilgore formerly conducted a wholesale and retail tobacco store on West King Street.

Si S. Rich, Portland, Ore., who distributes the "Charles the Great" cigar, of Salvador Rodriguez, was recently in receipt of a visit from Charles K. Knubel, of the company, in the interest of the brand.

March 25th has been the date announced by the United Cigar Stores Company for the opening of the new store at Fourth and Sycamore Streets, Waterloo, Ia. The opening will be under the supervision of J. C. Posey, district sales manager.

With his headquarters in New Haven, George W. Knepley, representing Philip Morris & Company, manufacturers of "Philip Morris" and "Unis" cigarettes, has been placed in complete control of the State of Connecticut.

TOO LATE TO CLASSIFY

Wanted.

LEAF TOBACCO SALESMEN covering Middle West and Southern territory desiring good paying side line, write to Box 109, "Tobacco World."

Trade Jottings

It is rumored that Seidenberg & Company, 111 Fifth Avenue, New York City, are to shortly open a new cigar factory at Key West, Fla.

From far-off Seattle comes a report of the increasing demand for the very popular "Herbert Tareyton" cigarettes of the Falk Tobacco Company.

That Buffalo, N. Y., recognizes an excellent cigarette when it sees one is the testimony of Charles M. Cronin, representative of "Philip Morris" cigarettes.

James Saita, Andover, Mass., has taken over the tobacco store formerly conducted by Michael F. Lane, at 578 Essex Street, near Transfer Station, Lawrence, Mass.

Joe McGrath and Ruby Hyneman, of the American Cigar Company, in the interests of the "Hoffman House" cigar, have been among the more recent callers on the trade at Boston, Mass.

Samuel H. Durstein, Samuel H. Durstein, Jr., and May J. Durstein, all of Wilmington, Del., have incorporated at $100,000 for the purpose of carrying on a wholesale and retail cigar and tobacco business.

It is reported that the Kuhles & Stock Company, St. Paul, Minn., will shortly erect a factory to cost $100,000 on a site which they recently purchased, located on University Avenue, west of Snelling Avenue.

"Red Dot" is the title of a new five-cent cigar which has appeared in Denver, Col., recently. It is manufactured by Barnes, Smith & Company, Binghamton, N. Y., and is distributed locally by the Marr-Hatfield Grocery Company.

Excellent business, and of a high-class nature, according to H. B. Wilson, is being experienced by the Bee Hive Cigar Company, of Wilmington, Del., in both its store in the main section of the city and in its stand in the Bee Hive Hotel.

Mutual satisfaction is being expressed by the Baer-Wolf Company, of Cleveland, Ohio, and Sidney Cahen, representing E. Regensburg & Sons, the well-known cigar manufacturers, over the recent placing of the very popular "Admiration" cigar of the Regensburg Company with the Baer-Wolf concern.

An addition to his local sales force has been announced by Miles Blaine, Kansas City representative of M. Melachrino & Company. It is in the person of Lester Marks, who is now calling on the trade in the interests of "Melachrino" cigarettes. Mr. Marks was formerly identified with the stock department of Rothenberg & Schloss Cigar Company.

Harry Culbreath, representing V. Guerra, Diaz & Company, Tampa, Fla., was a recent visitor to the trade of Cleveland, Ohio, in the interests of his company's well-known "La Mega" cigar. Mr. Culbreath states that business on this brand is excellent; also, that 1915 was a decidedly satisfactory year for his company in the matter of financial returns.

Tampa

Cuesta, Rey & Company Purchase Some Fine Leaf—Regensburg Factory to Increase Its Capacity—Jerry Windmuller a Havana Visitor

Tampa, March 10, 1916.

ONCE upon a time there was a manufacturer who knew that he had a good cigar to market, and who also knew that while he was thoroughly acquainted with the fact, the public was not. Therefore, after investigation, he realized that by advertising he could accomplish much in the matter of acquainting the public with his brand. Accordingly an advertising appropriation was made, continued and increased from year to year. The business grew and prospered. The cigar became a staple and the sales ran into big figures. Orders came with little effort. Then one day the manufacturer decided that as times were good and his market had been secured, it would be unnecessary to continue advertising. But he reckoned without his host. A year or two later a period of depression affected the country, lasting a goodly length of time. It was then the manufacturer realized that his failure to keep his goods before the public at all times, whether times were prosperous or whether they were not, had cost him far more in decreased orders than would have paid his advertising bills two or three times over. Moral: Lest in these prosperous times that Tampa manufacturers are experiencing they might decide to discontinue their advertising, let them take heed and profit thereby.

Large purchases of leaf of decidedly satisfactory quality were recently made in Havana by Cuesta, Rey & Company.

Herbert King recently tendered his resignation to F. Garcia & Brothers following a number of years' connection with that firm. Mr. King was factory manager.

10—TOBACCO WORLD —10 23 BUDENZ

Alterations are shortly to be started on the Regensburg factory to facilitate the output of the company. Jerome Regensburg is back again in the city after an absence of six weeks.

The "C. H. S." factory of Val M. Antuono averages a daily output of almost 100,000 cigars.

Edward F. Rosenthal, of M. A. Gunst & Company, New York and San Francisco, has been numbered among the city's recent visitors.

Celestino Lopez, of Arguelles, Lopez & Brothers, is here for the remainder of the season.

Following his return from Chicago, Jerry Windmuller left for a two weeks' trip to Havana.

Charles P. Stanley, of Charles P. Stanley & Company, of St. Louis, large jobbers of that city, arrived recently from Havana.

Compilation of local internal revenue collections for the month of February just ended, revealed an amount in excess of $72,000. This is a gain of more than $14,000 for the same period of the preceding year. Custom collections disclosed an increase over the same period of 1915 of $17,114. Stamp collections amounted to $65,000.

Perfecto.

Martinez-Havana Company Elects New Officers

The Martinez Havana Company, at a recent meeting relative to a reorganization of the company, elected the following officers: James D. Connor, president; Sol Arkush, vice-president; John Ventosa, secretary and treasurer; A. D. Silveira, assistant secretary. The sales department has been named as follows: J. M. Littman, Greater New York; M. J. Ford, New England; Sol Arkush, Kansas City to the Coast. There is to be no change in the brands of the company, nor in the amount of its capitalization.

New Orleans

Carnival Season Broke All Records—"Nena" Cigar Prominently Displayed—Richard Bondy a Recent Visitor—Mardi Gras Industrial Parade a Business Booster

New Orleans, La., March 12, 1916.

PERIOD of only slightly lessened activity is reported by manufacturers and retailers of the New Orleans district early in March. The Carnival season, which broke all records in point of attendance, is over, and so is an unprecedented selling period. Jobbers and retailers alike probably will experience a curtailment on sales, since this great Catholic community is in the midst of the lenten season. On the whole, however, nobody seems to be kicking about business.

W. P. Rison, vice-president of the Havana-American Tobacco Company, paid his expected Carnival visit to New Orleans and was royally entertained by local factory heads. Mr. Rison came in from Key West and left to make a swing of the Gulf States territory before returning home. Other Havana-American officials were in the city during Mr. Rison's visit, including Messrs. Foss and Sylvester.

Joseph V. Roco, owner of the Royal Distributing Company, who was operated upon at a local hospital several weeks ago following a serious illness, is still confined to his bed.

U. Koen & Company note a big improvement in the business done by their retail stores. The company has added new and attractive premiums and practically everyone who trades with the Koen stores is saving their valuable coupons.

A. P. J. Segassie, owner of the long-established cigar stand at 215 Carondelet Street, will move on March 15th to 738 Gravier Street. The new place is to be known as Segassie's Café and all of the well-known Segassie brands are to be prominently featured at the cigar stand.

The United Cigar Stores have adopted a plan by which certificates amounting to a purchase of twelve and one-half cents are issued with each five-cent drink at their soda fountain. It is noted that their fountain is always well patronized, and by women, too, a rare sight in a cigar emporium. Their luncheonettes are extremely popular.

Messrs. Reguera and Berengher, of the Nena factory, have been very active this month installing "Nena" displays at prominent cigar stands. One of their most attractive displays was recently put in at the Press Café, Camp and Commercial Place.

Richard Bondy, vice-president of the United Cigar Manufacturers' Company, was a New Orleans visitor on February 28th. Mr. Bondy said to a representative of "Tobacco World" that "Owl" sales and the "Owl" advertising campaigns were growing stronger in every territory he visited.

S. M. Dayton, manufacturer of "Dayton" cigars, who recently moved his factory to 1521 Canal Street, has introduced a novelty to New Orleans. In conjunction with Mr. Dayton's Canal Street factory he is running a pocket billiard hall. As one enters the clean and sanitary place he sees the manufacture of "Dayton's" in the open air, as it were, as Mr. Dayton's Cuban cigarmakers are all benched in the hall at the entrance of the store. Mr. Dayton's enterprise has resulted in increased sales.

U. Koen & Company announced during Carnival week a 50 per cent. reduction on calabash pipes. The reduction held good at all their Canal Street stores.

During the racing meet which successfully closed last week the Hernsheim Company distributed to thousands a "tip" on the races. In this instance, however, the "tip" the Hernsheim Company had to offer was an admonition to buy "Kings' Court" cigars. They were bound to be a winner, the Hernsheim Company catchily said.

Wall Brothers have purchased the Smoke House, Camp and Common Streets, New Orleans, from Dan Mayer. The new firm has remodelled the place in fine fashion.

Juan M. Gonzales, the Camp Street manufacturer, reports that sales on all Gonzales' brands have kept up with the output of his factory here and in Cuba.

Phillip Pelican, weather sage of the "New Orleans Item," thus sagely remarks in a recent issue: "We suggest a joint effort by Luther Burbank and Tom Edison to produce a cigar that won't break in your vest pocket."

On account of a big increase in their business the Phoenix Cigar Box Manufacturing Company, of New Orleans, purchased the four-story building, 227 Tchoupitoulas Street, on March 3d. John Grassel, the president, declared that operation of his new factory would begin within thirty days, or as soon as the necessary machinery has been installed.

Several enterprising tobacco concerns in New Orleans entered attractive floats in the industrial parade on March 4th. The idea of an industrial parade in New Orleans during Carnival is a new one, as hitherto the city during the gay Mardi Gras season has confined itself chiefly to merriment, without a thought of accomplishing any good in an industrial way. The Liggett & Myers Company entered a float with an enormous package of "King Bee" tobacco of papier mache, from which pretty young ladies distributed smaller packages to the crowds. Phil D. Mayer & Son, Ltd., entered a display of their "El Cubos," which attracted a great deal of attention.

A. J. B.

Badger Tobacco Company to Have New Home

According to present plans, May 1st has been the date announced by the Badger Tobacco Company, of Milwaukee, Wis., for removal from its present quarters at 417 Third Street to 414 East Water Street. This location is a four-story building which is being remodeled for the use of the company. Here greatly improved facilities, including much additional floor space, will permit of the company's retail business being operated on a more extensive scale. On the ground floor are to be located the retail store, offices and shipping rooms. A storage vault with a capacity of 300,000 cigars is also to be provided. The shelves in the stock rooms are to rise from floor to ceiling. Among the popular brands carried by the Badger Company are the "Girard," "Roig," "Flor de Manuel," "John Ruskin" and "Bold."

Hotel Casey Stand in Scranton Up to Date

Not only is the cigar stand of the Hotel Casey, Scranton, Pa., one of the handsomest in the State of Pennsylvania, but it will compare in a decidedly favorable degree with any other stand of like calibre throughout the country. Its stands and wall cases allow of a complete systematic arrangement of all goods, and are of the latest and most approved equipment. The proprietor is P. J. Casey, with James Mattimore, manager.

Edward Getten to Represent Hull, Grummond & Company

Hull, Grummond & Company, well-known cigar manufacturers, Binghamton, N. Y., announce the appointment of Edward Getten as their company's representative in the Southwest. Much of his time is to be given to the interests of the Texas trade. Hull, Grummond & Company are congratulating themselves on the acquisition of such an able representative as Mr. Getten.

Trade Jottings

John W. Merriam, of Merriam Segars, Inc., left recently for a short trip through the Middle West.

American Sumatra Tobacco Company announces the election of William B. Joyce as one of its directors.

An increasing call for "Dutch Master" cigars is being experienced by Winecke & Doerr, St. Paul, Minn.

Phil Verplanck, of P. Verplanck & Company, manufacturers of the "El Genio" cigar, was a recent visitor to the trade of Boston, Mass.

The I. Lewis Cigar Company's "Flor de Melba" and "John Ruskin" cigars are being featured by the McMahon Cigar Company, Muskogee, Okla.

"Cuban Quads," a cigar to retail in a package of four for ten cents, is shortly to be offered to the public by the Steele-Wedeles Company, Chicago, Ill.

An excellent demand for "Muriel" cigars, manufactured by the P. Lorillard Tobacco Company, is reported by the W. S. Conrad Company, of St. Paul, Minn.

The Klingenstein Company, Los Angeles, Cal., are the distributors here of the "Savarona" and "Alimento" cigars, manufactured by the Cayey-Caguas Tobacco Company.

"Henry the Fourth" cigar, manufactured by Bustillo Brothers & Diaz, Tampa, Fla., has been taken on for distribution by the cigar stand of the Maxwell House, Nashville, Tenn.

Carrying a guaranty relative to its indestructibility and its freedom from possibility of burning, the Smoka-Mocha Nut Pipe is now being introduced to the trade by the Mocha Pipe Company, 13 Franklin Street, Newark, N. J.

Following a five years' connection with the Louis G. Deschler Cigar Company, as manager of that company's store at Lafayette, Ind., A. D. Green recently tendered his resignation and is now representing the Liggett & Myers Tobacco Company.

April 1st, or very shortly thereafter, will witness Hyneman Brothers, Boston, Mass., occupying their new store at 14-16 Federal Street, that city. The work of equipping the location which is to be modern in all respects is now under way. Facilities for the carrying on of both wholesale and retail trade will be afforded.

E. V. Schnoor & Company, Oklahoma City, Okla., distributors for the "Melba" and "John Ruskin" cigars in this territory, both of which brands are manufactured by the I. Lewis Cigar Manufacturing Company, Newark, N. J., were recently in receipt of a visit from a representative of the company in the person of W. A. Moore.

A trip to the Middle West to cover a period of eight or ten days is now being made by George L. Storm, of the Tobacco Products Corporation. This company has recently declared its regular quarterly dividend of one and three-quarters per cent. on its preferred stock. The same is payable April 1st to stock of record March 20th.

Cleveland

Sam Klein a Live Wire of the City Trade—W. G. McElwain Joins Shields-Wertheim Company—February a Record Month for Golmar Cigar Company

Cleveland, March 11, 1916.

AMONG the cigar dealers who are doing things is Sam Klein. Mr. Klein for a number of years was connected with the Louis Klein Cigar Company, but has taken over the lease at the corner of Euclid and East Sixth Streets, one of the busiest corners in the city; also the Weber café stand, located on Superior Avenue. Mr. Klein has surrounded himself with one of the best corps of assistants in the city. In store No. 1 will be found Louis Wemberg, Clarence Brokenshire and J. Dunn. Store No. 2, J. J. Fitzgerald and Ed Weinberg. Among Mr. Klein's leading brands are "Optimo," "Garcia Perfector," "Corina" and "La Saramita."

W. O. Bolasky, formerly city man for the Shields-Wertheim Company, has severed his connection with that firm to enter the wholesale store business. He is succeeded by Mr. Willis G. McElwain, an old-time cigar man who has a host of friends in this territory.

James Smithhurst, after being out of the retail game for about one year, has secured the lease on a storeroom at West Twenty-fifth and Meyers Avenue, where he is installing his fixtures which are of the very latest design and expects to be opened in about ten days. Mr. Smithhurst will undoubtedly do well as he was located a few blocks from his present location for a number of years and he has a host of friends on the West Side.

Mr. M. E. Loeb, Pennsylvania representative for the Shields-Wertheim Company, was in the factory over Saturday last week.

Hugh Hammer, of Corral-Wodiska Company, was home the past week but expects to get back in harness again this coming week.

Fred Golmar, of the Golmar Cigar Company, informed the writer that his firm had the largest February business they have ever had. He is very optimistic about the business for the balance of this year.

There is a merry war on price-cutting on cigarettes among the Woodland Avenue dealers. You will see signs selling five-cent cigarettes at four cents; ten-cent brands as low as two for fifteen cents; fifteen-cent brands as low as eleven cents. Of course this doesn't affect the larger downtown dealers as they still maintain their regular price. But right in the Woodland section there are more cigarettes consumed than in any other section of Cleveland.

Ben Leser, formerly with F. Lozier Sons, now with Salvador Sanchez Company, was in town making his initial trip with his new line, calling on all his old friends and booking some very fine orders.

Recent visitors in town: Fred Singer, of S. Rosen & Sons; Ed Jandorf, of Keiser & Boesberg; Sid Cohen, of E. Regensberg Sons; Percy Meyers, of Cortez Cigar Company, and C. L. Weaver, of Deisel-Wemmer Company.

Dick.

No Purchase of Best & Russell by Schulte

The rumor that he was negotiating for the Best & Russell Company in Chicago has been denied by David A. Schulte, of New York. Mr. Schulte further stated that there never had been any negotiations between Schulte and the Best & Russell Company, of Chicago, for the taking over of that company. "The rumor was probably based," said Mr. Schulte, "on the fact of the recent acquisition by his concern of two stores formerly operated by Best & Russell."

The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, March 8, 1916.

THE movement in our leaf market has again been smaller than in the previous fortnight, and if it had not been for heavy shipments to Europe, principally to the Netherlands, we should have lost nearly one-half in sales, comparing them with the first half of February. However, as our available stocks are small, and particularly those suitable for the American manufacturers, we could hardly expect to see important trades at this stage of the season. The best part of the 1914 growth of all kinds of leaf is gone, excepting some small lots in a few houses, which are however not disposed to let them go unless they can get higher prices. Of course, we do not refer to those of the American and also a few Spanish firms, which are making packages for their steady customers, or buying vegas in the country for them, as they may be still holding very acceptable goods, but as they will not part with them for the chance customer, the buyer who comes here looking for goods in the open market, may be disappointed in finding the styles he is accustomed to handle, in larger quantities. We do not wish to say that there is no tobacco left in our market, and as soon as the smallness of the coming crop has been established beyond any doubt, and if the same should really turn out of a heavy character, needing a long time to cure, then there might spring up a demand for the light part of the 1915 Vuelta Abajo crop, and which up to now has been almost neglected entirely. We have experienced such happenings in former years, as in case of need the buyer has to make the best of the existing circumstances.

As we have had no rains at all, excepting in a few isolated districts, there is no telling yet, how small the 1916 crop may finally be in the Santa Clara province, because as far as Vuelta Abajo is concerned, there is no longer any hope, even if it should rain now. The bulk of the crop this year will consist of those vegas which had artificial irrigation, and for this reason everybody claims that the Partido crop may turn out the choicest kind of leaf, as the weather conditions have favored the curing part of it.

Sales totaled during the second fortnight of last month 14,810 bales, which consisted of: Vuelta Abajo and Semi Vuelta, 4875; Partido, 517; Remedios, 8618; and Oriente, 800 bales.

Buyers were: Americans, 4753; exporters to Europe, 5500; shippers to South America, 472; and our local manufacturers of cigars and cigarettes, 4085 bales.

Exports of leaf tobacco from the port of Havana, from February 16th to March 3d, totaled 22,029 bales, which were distributed to the following countries, viz.: To all ports of the United States, 11,264; to Canada, 172; to the Netherlands, 6967; to France, 1740; to Spain, 561; to Great Britain, 251; to Norway, 120; to the North Coast of Africa, 2; to the United States of Colombia, 6; to the Argentine Republic, 483; and to Uruguay, 163 bales.

Receipts of Leaf Tobacco From the Country

For 3 weeks ending March 3, 1916.		Since January 1, 1916.	
Vuelta Abajo	1,108 bales	4,526 bales	
Semi Vuelta	340 "	772 "	
Partido	23 "	390 "	
Remedios	2,733 "	8,227 "	
Oriente	183 "	1,740 "	
Total	4,387 "	Total	15,655 "

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Marcelino Perez, of Marcelino Perez & Company; and Antonio Rocha, of Antonio Rocha.

From Albany, N. Y.: G. W. Van Slyke, of Van Slyke & Horton, manufacturers of the well-known "Peter Schuyler" cigars.

From Chicago: Gustave A. Miller, of Gustave A. Miller; and August Kuttnauer, buyer for Rothschild Sons & Company.

From Boston: C. B. Waterman, vice-president of Waitt & Bond, Inc.; and Albert W. Kaffenburgh, of I. Kaffenburgh & Sons.

From Tampa: Angel L. Cuesta, of Cuesta, Rey & Company; and Jerry Windmuller, of Salvador Sanchez & Company.

Returned: Jose C. Puente, of Jose C. Puente & Company; Perico Martinez, of Sierra & Martinez; and Ramon Gonzalez, with his bride, the country buyer of Selgas & Company. They all arrived from their vacations in Spain by the S. S. Alfonso XII.

Departures—To New York: Morton Morris, Maximilian Stern, and Milton Samuels.

To Chicago: Peter Wohl and Fred Meyer.

To Key West: A. W. Arnold.

To Montreal: J. M. Fortier.

Cigars

The excitement about the embargo to be placed upon the exports of our cigars has quieted down, when the time limit was extended first up to the 15th of March, and later still to the 18th inst., as being the latest date, when cigars can be shipped from here destined to Great Britain. Therefore, for the time being all of our factories have been working with full steam, and even some of our small factories, which seemed to be dead, or only working for the home market, had orders for England all of a sudden, exporting quite some good sized quantities of cigars. However, if the embargo really should go into effect on the 18th inst. it is only a short respite before the small manufacturers, who are working for the British markets almost exclusively, and the cigarmakers, as well as the other labor employed in our factories, will feel the consequences of this harsh measure, for a time being at least. While a few people still seem to nourish the hope that a further time allowance might be granted by the British Government, the majority seem to think that the shutting down will be final. In the meantime, it seems, that all the orders from other countries are held in abeyance, so as to utilize the short remaining period to its utmost limit.

Romeo y Julieta, Partagas, H. Upmann, Por Larranaga and Sol and Devesa de Murias are having all the orders which they can possibly fill, hammering the iron as long as it is at white heat. When the reaction should come these factories may suffer less, as they are doing an extensive trade with other countries.

The month of February, as far as the exports from the port of Havana are concerned, show again a fair surplus, compared with last year, according to our official custom house returns, and as can be seen by the following statistics:

Exports from February 1, to February 29, 1916,	10,719,415	cigars
Exports from February 1, to February 28, 1915,	8,042,550	"
Increase during the month of February, 1916,	2,676,865	"

Increase by countries in February, 1916, as compared with February, 1915:

Great Britain	1,853,761	cigars
United States	281,355	"
Denmark	241,680	"
Spain	148,541	"
Chile	121,028	"
Argentine Republic	106,780	"
France	75,425	"
Spanish Africa	49,000	"
Canary Islands	43,200	"
French Africa	14,450	"
Panama	11,950	"
Canada	11,400	"
Gibraltar	10,910	"
Total	2,969,480	"

Decreases by countries in February, 1916, as compared with February, 1915:

Netherlands	159,600	cigars
Australia	72,600	"
Portugal	46,820	"
Dutch West Indies	24,150	"
Total	303,170	"

Exports from January 1, to February 29, 1916,	21,635,394	cigars
Exports from January 1, to February 28, 1915,	13,261,836	"
Increase during the first two months of 1916,	8,373,558	"

Comparison of the 10 principal consuming countries, which last year imported above one million cigars from us, for the two months of 1916, against the same period of 1915:

	Increases	
Great Britain	4,840,033	cigars
Denmark	1,490,670	"
United States	1,116,555	"
Spain	467,491	"
Chile	306,540	"
Argentine Republic	302,732	"
Australia	80,614	"
Total	8,604,635	"
	Decreases	
Netherlands	149,500	cigars
Canada	89,650	"
France	71,775	"
Total	310,925	"

Leaf Tobacco

Perez M. & Hnos., of Zulueta 50, having closed out their holdings of Remedios, they have gone out of business, canceling their license as leaf dealers.

Hernandez & Alvarez have moved their warehouse and office to 66 Rayo Street.

Waitt & Bond, Inc., of Boston, bought 6750 bales and the Benita Rovira Company, of New York, 2630 bales of leaf, both from Menendez & Company, the large leaf dealers and packers at 87 Amistad Street, but which sales are not included in our totals, as they had been discounted already when we made up the stocks on hand upon January 1, 1916.

Leslie Pantin has been seen in the market with Mr. August Kuttnauer, and from a good source, we learned that the latter has purchased already through the former's mediation, around 800 bales of leaf, and still is looking for more vegas for the sterling firm of Rothschild Sons & Company, of Chicago.

Shippers above 200 bales of leaf tobacco, from the port of Havana, during the last fortnight were: Luis F. Cardenas, 2283 bales; Leslie Pantin, 2204 bales; Mark A. Pollack, 2120 bales; Virgilio Suarez, 1896 bales; Cuban Land and Leaf Tobacco Company, 1862 bales; the French Minister, 1740 bales; F. Bernal, 941 bales; Sobrinos de A. Gonzalez, 795 bales; Menendez & Company, 791 bales; J. Bernheim & Son, 612 bales; Ernesto Ellinger & Company, 581 bales; Walter Sutter & Company, 580 bales; Francisco Suarez, 580 bales; Perez, Capin & Company, 452 bales; Hijos de D. Montero, 372 bales; Maximilian Stern, 370 bales; M. A. Suarez & Company, 351 bales; Y. Pendas & Alvarez, 349 bales; Manuel Suarez, 237 bales; Suc. de Juan Lopez, 303 bales; H. Upmann & Company, 234 bales.

Oretaniv.

Stone-Ordean-Wells Salesmen Make Big Record

Desirous of making "February 29th," the extra day in 1916, count in an especial manner from the standpoint of cigar sales, the Stone-Ordean-Wells Company, through its general manager, Mr. Horr, previous to that date, forwarded to all of its branches and salesmen a letter urging that concerted effort be put forth to sell 250,000 cigars on the day in question. Instructions were given to wire the company direct on the evening of the 29th in order that the returns might be tabulated. Of the company's eighty salesmen, all but three reported, showing a total aggregate of sales of 422,275, 172,000 more than was asked for. The company expressed it appreciation to all those who had assisted in the record-breaking day by sending a letter of thanks and commendation.

San Francisco

Putting on the "Lid" Hits Retailers in Some Sections—Manila Business Attracting Attention on the Coast—E. J. Stolz to Represent Simon Batt & Company

San Francisco, March 4, 1916.

SAN FRANCISCO wholesalers' and manufacturers' representatives find that the country is doing rather better than the cities of the Coast in the matter of buying just at this time. Country dealers have responded quicker and more generously to the general improvement in business conditions than have the city retailers. The reason seems to be that the city dealers are still checked by a variety of circumstances. The anti-gambling and anti-lottery crusades, for example, have hit a number of retailers without altogether putting them out of business, and the cutting out of a number of these side issues has left the cities with too many stores for the business. Then, too, the change in the demand from higher to lower-priced cigars has been felt largely in the cities and hardly at all in the country, where the lower-priced goods have long had the bulk of the trade. In the northern Coast cities prohibition has also had its effect, though this does not appear to be so serious as had been anticipated. Nevertheless, though the recovery in the cities is slower than had been hoped for, it is undeniable that there is a recovery evident.

Manila cigars are attracting a lot of interest just now. The demand is, on the whole, satisfactory. On the Coast it is holding its own, while importers find that in a number of points in the Middle West there is a substantial increase. Lex Ehrmann, of Ehrmann Brothers & Company, who has been absent in Manila for the past six months, returned home this week with a number of plans in his head for the increase of the distribution of the lines handled by Ehrmann Brothers & Company. Kurt Hosaeus, vice-president of La Preube Cigar Factory, of Manila, who has his American headquarters in San Francisco, left a few days ago for a visit to his New York connections. A substantial increase in the wholesale price of Manila cigars as a result of the high freight rates is regarded as a certainty for the near future.

M. A. Gunst, head of M. A. Gunst & Company, and Mrs. Gunst have given $20,000 to the Mount Zion Hospital Association of this city for the construction of a clinic in connection with the association's main hospital building.

S. Simpson has bought out the cigar business of J. B. McKenna, at 33 Powell Street.

The cigar lines of S. Palo & Company, and of Simon Batt & Company, are hereafter to be represented in the Pacific Coast and Rocky Mountain territory by E. J. Stolz, for many years connected with the Cortez Cigar Company in this territory. Mr. Stolz is now on his initial trip to Los Angeles and Southern California. From Los Angeles he will go North and will cover the greater part of his extensive territory before returning to California.

H. H. Manley, Pacific Coast representative of the American Cigar Company with headquarters in San Francisco, has just returned to San Francisco from the South. He reports the outlook in Los Angeles as excellent, agricultural and general business conditions being far ahead of last year.

Tillman & Bendel, wholesale grocers and cigar dealers of this city, have taken on the distribution of the Bock-Stauffer Company's line of Pittsburgh "Red Label" stogies.

C. W. McCormick, Pacific Coast representative of Y. Pendas & Alvarez, who since his return from the factory has been making his headquarters with H. L. Judell & Company, in this city, will leave for the South in a few days for a visit with his Los Angeles connections. On his way back from the East, Mr. McCormick visited Seattle and Portland, in both of which cities he found the cigar dealers doing a good healthy business in spite of the disturbances caused by prohibition.

Emil Judell, junior member of H. L. Judell & Company, is spending a few days in the interior, making short stops at Sacramento and other important towns.

D. A. Horn has bought out the retail cigar business of H. Fox, at 298 Third Street.

Major Burrows reports that his salesmen, city and country, had a fine business on "Bandero" cigars throughout February. Major Burrows looks after the interests of the Jose Lovera Company in this territory, the distribution being made through Wellman, Peck & Company.

E. A. Allenburg, of the traveling force of H. L. Judell & Company, is spending the week in the Sacramento and San Joaquin Valleys. He is sending in some good orders for the "Webster" brand of Y. Pendas & Alvarez.

Luis Erdt, Western representative of the Tobacco Products Company, of New York has been entertaining Vice-President Ellis of the company this week. Mr. Ellis came in via the South and will leave in a day or two for Portland and Seattle on his way home.

K. G. Baillie, San Francisco representative of the I. Lewis Company, will spend the better part of March in Los Angeles doing promotion work for the company's "John Ruskin" brand of cigars. After completing his work in the South, Mr. Bailhe will visit the Northern cities where he will carry on a similar work.

Allen.

Reynolds Company Pays Extra Dividend

Payable April 1st to stock of record March 21st, an extra dividend of two per cent. in addition to the regular quarterly dividend of three per cent. has been declared by the R. J. Reynolds Tobacco Company on its common stock. Three months ago when the regular quarterly dividend of three per cent. was declared, there was also declared over and above this, a dividend of ten per cent. The regular quarterly dividend of one and three-quarters per cent. on the preferred stock has been declared.

Big "Velvet" Campaign on in Denver

The Liggett & Myers Tobacco Company is at the present time conducting in Denver, Colo., under the direction of Mr. Wise, assisted by a crew of men, a house-to-house campaign in the interest of "Velvet" smoking tobacco. Wherever a smoker is found, an envelope containing a ten-cent tin of "Velvet" tobacco, five whole coupons and a premium catalogue are left. It is estimated that it will take approximately six months for the completion of the campaign, the good effects of which are already being felt.

Kiessling Cigar Company Closes Ten-Year Lease

Owing to the fact that for quite a period past their present quarters have been inadequate for their needs, the Kiessling Cigar Company, Chicago, Ill., announces that it has just closed negotiations whereby it becomes the lessee for a term of ten years of the building to be erected at the northwest corner of Twenty-second Street and Michigan Avenue, that city. The company enjoys an enviable position in the trade, catering as it does to a high-grade clientele.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

LANCASTER STOGIE COMPANY,
MANUFACTURERS OF HIGH GRADE STOGIES,
120 Water St., Lancaster, Pa.

For Sale.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

A REAL CHANCE FOR A WORKING FACTORY
FOR SALE—The owners of a long-established high-grade cigar factory in First District of Pennsylvania, making five-cent and ten-cent brands with wide distribution, are desirous of selling same, owing to pressure of other interests. Will make a big sacrifice to responsible parties with sufficient capital to take hold of proposition. $20,000 needed. Triflers will receive no attention. Address in confidence, Box 26, "Tobacco World," 236 Chestnut Street, Philadelphia, Pa.

WE OFFER THE BEST AND LARGEST five-cent shadegrown long filled cigars produced to wholesale jobbers at prices way under any regular manufacturer as our chain factories are interested in the growth of the tobacco, the manufacture of the boxes, labels, paper, etc. Capacity two million weekly. Will also pack if desired under private labels. Write Walter M. Smith, Sales Manager, 489 Fifth Avenue, New York City.

Help Wanted.

FIFTEEN SALESMEN OF ABILITY wanted to cover the United States, those calling on jobbing trade only who can finance themselves, by large chain factories turning out the best and largest five-cent shadegrown long filled cigars produced. Capacity two million weekly. Special extra commission and interest later in the business to the right men. Apply by letter, Walter M. Smith, Sales Manager, 489 Fifth Avenue, New York City.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

Wanted.

WANTED—Three factories who desire to increase their business, who can make three to five cases nickel shadegrown long filled cigars weekly. Prefer New York, Florida, First District Pennsylvania or Ohio factories. Harry Powell, 489 Fifth Avenue, New York City.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

Situation Wanted.

POSITION WANTED—By first-class manufacturer. Thoroughly understands all branches of manufacturing, including hand and suction work. Best references. Box 107, care of "Tobacco World."

Link & Company Open Temporary Quarters

Link & Company, jobbers located at 182 Ellicott Street, Boston, Mass., not only had their stock completely destroyed, but suffered damage to the extent of $15,000 as the result of fire which visited their place of business during the past fortnight. It being impossible to do business at the Ellicott Street address, the company immediately entered into negotiations for temporary quarters and two days afterward, having received additional stock by express, were in position to again attend to business. They are now located temporarily at 76 Pearl Street, Boston, this having been the stand recently vacated by the C. J. Donovan Company, wholesale tobacconists. The loss was covered by insurance.

Bankruptcy Proceedings Begun Against C. A. Nager & Co.

Bankruptcy proceedings having been instituted in the United States District Court by three of their creditors, C. A. Nager & Company, cigar manufacturers, and wholesale and retail tobacconists, St. Louis, Mo., have been named as the defendants. The assets of the company are listed at about $4500, the liabilities not yet having been computed. The claims presented against the company, whose places of business are located at 520 North Third Street and Sixth and Pine Streets, are as follows: The Nunn-Buse Leaf Tobacco Company, $9025.85; William A. Stickney Cigar Company, $116.93, and the Parker-Gordon Cigar Company, $25.50. John F. Wetterer was appointed receiver under a $5000 bond.

Louis Heitmann Company to Occupy New Quarters

Announcement is made by the Louis Heitmann Company, of Dayton, O., cigar manufacturers, that they expect to occupy their new quarters very shortly. They have just had completed for their use a modern brick and concrete building which is fireproof throughout. It is well equipped in the matter of light, air, heat and sanitary features. Space for 500 hands has been provided. The location at present occupied by the company will be utilized for storage purposes following the removal of the company to the new structure.

Fire-Fighting Automobile for Griffin-Neuberger

The Griffin-Neuberger Tobacco Corporation, of Simsbury, Conn., has purchased a Ford La France combination chemical and hose wagon from the Elmer Automobile Company, a fire-fighting apparatus to be used as an aid in the protection of its tobacco barns and sheds. This it is stated is the first Ford car of its kind sold in the State of Connecticut.

Carl Thomas to Enter Business for Himself

On April 1st next Carl Thomas will sever his connection with the C. S. Brackett Company, Minneapolis, Minn. Mr. Thomas has been identified with the Brackett Company for the past nine or ten years and in more recent times has acted in the capacity of manager of the concern's cigar department. It is the intention of Mr. Thomas to enter business on his own account, he already having leased the cigar department of the Yerxa Brothers Company. This store is now being remodeled and will be modern in all respects when the work is completed. "Norma" and "Marie Antoinette" will be among the brands carried by Mr. Thomas.

Manila Cigars Affected by Freight Rate Increase

A. Determann, of the Manila Commercial Company, with offices at 45 Broadway, New York City, recently stated to a representative of the "Tobacco World" that the recent increase in freight rates and the new export tax at Manila, represent such substantial additions to the cost of the cigars that the Manila factories are unable to sustain this burden alone.

Mr. Determann stated that this refers to part of the principal sizes and that most of their customers have already consented to the temporary extra charge which is quite small.

Manila Commercial Company brands that are now mostly in demand are: "La Yebana," "La Luchana," "Atavio," "Ft. McKinley," "Zulma," "Dos Hermanas," "La Jova del Sur," "Las Palmas," "La Corona Royal," "Lioba," "Edela," "Brisas del Pasig."

THE TOBACCO WORLD REGISTRATION BUREAU

The Tobacco World, established in 1881, has maintained a Bureau for the purpose of Registering and Publishing claims of the adoption of Trade-Marks and Brands for Cigars, Cigarettes, Smoking and Chewing Tobacco, and Snuff. All Trade-Marks to be registered and published should be addressed to The Tobacco World Corporation, 236 Chestnut Street, Philadelphia.

One Dollar for each title must accompany all applications. In case title or titles cannot be registered owing to prior registration, same will be returned immediately, less our usual charge for searching and return postage, or it will be credited if desired.

☞ Positively no responsibility assumed for errors, duplications or any controversies which might arise. We will not under any circumstances act in a legal capacity in cases concerning disputed titles. We maintain a bureau of records only.

REGISTRATIONS

MI NOTION:—31,355. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 25, 1916. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

GYPSY OPERA:—31,356. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. February 26, 1916. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

BALDY BELMONT:—31,357. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. March 1, 1916. Steffens, Jones & Co., New York, N. Y.

EBY'S:—31,358. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. March 1, 1916. Magidson Brothers, Chicago, Ill.

NOHR-DEE:—31,359. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. March 1, 1916. F. M. Howell & Co., Elmira, N. Y.

FROM THE PINES TO THE PALMS, THE JEFFERSON HIGHWAY:—31,360. For cigars and tobacco. March 3, 1916. W. Lloyd Diehl, King City, Mo.

WA-ME:—31,361. For cigars. March 6, 1916. Way-Mede Cigar Co., Philadelphia, Pa.

CITY AND COUNTY:—31,362. For cigars. March 7, 1916. Charles K. Bruer, Wilmington, Del.

COUNTY AND CITY:—31,363. For cigars. March 7, 1916. Charles K. Bruer, Wilmington, Del.

CAVALO CRITICS:—31,364. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. March 8, 1916. Herman Baum, New York, N. Y.

FLOZESSA:—31,365. For cigars. March 9, 1916. Petre, Schmidt & Bergman, Philadelphia, Pa.

WETONA:—31,366. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. March 9, 1916. Pasbach-Voice Litho. Co., Inc., New York, N. Y.

TERPSIS:—31,367. For cigarettes. March 10, 1916. John Marcopoulos, Lowell, Mass.

FUSELO:—31,368. For cigars. March 11, 1916. Petre, Schmidt & Bergman, Philadelphia, Pa.

TUPELO:—31,369. For cigars. March 11, 1916. Petre, Schmidt & Bergman, Philadelphia, Pa.

MISS YORK:—31,370. For cigars. March 11, 1916. J. A. Doll, Saginaw, York County, Pa.

ANDOVER ARMS:—31,371. For cigars. March 11, 1916. Petre, Schmidt & Bergman, Philadelphia, Pa.

TRANSFERS

RIVOLA:—28,162. For cigars. Transferred February 25, 1916, to Way-Mede Cigar Co., Philadelphia, Pa., by M. Rosenstein, Philadelphia, Pa.

ROUND KAN:—30,937. For cigars, cigarettes, stogies and tobaccos. Transferred February 29, 1916, to Jobbers Cigar Co., Chicago, Ill., by Chicago-Co-Operative Cigar Co., Chicago, Ill.

INAKAN:—30,938. For cigars, cigarettes, stogies and tobaccos. Transferred February 29, 1916, to Jobbers Cigar Co., Chicago, Ill., by Chicago-Co-Operative Cigar Co., Chicago, Ill.

SQUARE KAN:—30,939. For cigars, cigarettes, stogies and tobaccos. Transferred February 29, 1916, to Jobbers Cigar Co., Chicago, Ill., by Chicago Co-Operative Cigar Co., Chicago, Ill.

JESSIE BUSLEY. For cigars. Transferred March 10, 1916, to Phillips & Marshall, Hawley, Pa., by S. London, New York, N. Y.

Winston-Salem's Place in the Sun

It may be of interest to the trade to know that Winston-Salem, N. C., is making one-seventh of the tobacco products manufactured in the United States, and this statement covers cigars, cigarettes, chewing and smoking tobacco and snuff. This interesting information was disclosed at a smoker given recently in that city by the Twin City Club in an address made by Colonel A. D. Watts, Collector of Internal Revenue for the Fifth District of North Carolina.

Colonel Watts also stated that of all of the chewing and smoking tobacco consumed in the United States, one-fourth of the amount is supplied by Winston-Salem. Vast quantities are also exported by the city for consumption in foreign lands.

Discussing the new Federal Building, completed in Winston-Salem last July, at a cost of $250,000, Colonel Watts made reference to the statements of local newspapers made at the time of the completion of the building, which were to the effect that at the rate of $37,000 a day, the taxes paid by the manufacturers to the government on their products, that it would take but eight days to pay for it. Later developments revealed that since September last it has taken but a fraction over seven average days' collection to equal the building's cost.

The prediction was made by Colonel Watts that before 1916 shall have ended, the average weekly payments to the government on tobacco will more than exceed the price of the magnificent building, leaving the collections for the other fifty-one weeks as clear profit to the government.

The average daily shipments of tobacco products from Winston-Salem to all parts of the United States and to foreign countries, averages at least a daily amount of $150,000.

Edward F. Harrison

Edward F. Harrison, died recently at his apartments in the Waverly House, Charleston, Mass., following an illness extending over a period of seven weeks. In 1891 Mr. Harrison entered the employ of the Armstrong Company as manager of the cigar department. This post he held up until the time of his illness.

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
212-222 WEST 18TH STREET NEW YORK

A FACT
The installation of the PERFECT HUMIDIFYING SYSTEM in your SWEAT ROOM reduces time, consequently saves fuel and labor, our demonstrating plant is in operation, come and see it.
Of Course we do Resweating for the Particular Manufacturer
THE PERFECT HUMIDIFYING CO.
Succeeding ELMER N. HOPE CO.
237 NORTH 4th STREET :: :: :: :: PHILADELPHIA, PA.

Compañía Litográfica De La Habana
Oficina Principal, San José No. 23, Habana, Cuba
Manufacturers of
FINEST QUALITY IMPORTED
Cigar Box Labels, Bands and Trimmings
Show Cards and Advertising Materials
GARRETT H. SMITH, 106 E. 19th St., New York
Sole Agent United States and Canada

Whip
Ready Rolled Tobacco
"Whip" Sales Are Jumping
Get your share of "WHIP" sales. Whip sells because it's so good. Make a window display of it and watch your sales jump.
Write for Window Display Suggestions
5c tins, 10c tins, and handsome one-lb. humidors.
PATTERSON TOBACCO CO., Inc.
RICHMOND, VA.
Makers also of "Queed" in the big 10c tins
WHIP
FOR PIPE SMOKING

FOR QUICK RESULTS
TRY A
TOBACCO WORLD WANT AD.

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

J. K. LEAMAN
Packer of and Dealer in **Leaf Tobacco**
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-In-Hand, Lancaster Co., Pa.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

COPENHAGEN
Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.
It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the World's Best Tobacco for Both Chewing and Snuffing.
Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.
WEYMAN-BRUTON COMPANY
50 Union Square North New York, N. Y.

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sawed CIGAR BOXES, Go to Established 1860
Keystone Cigar Box Co., Sellersville, Pa.
Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
MONROE D. SELLERS, SELLERSVILLE, PA.

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

JOSE F. ROCHA Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.

IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.

Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
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THE STANDARD OF EXCELLENCE IN CLEAR HAVANA CIGARS — ESTABLISHED 1882 — FACTORY NO 1 — TAMPA FLA — SANCHEZ Y HAYA

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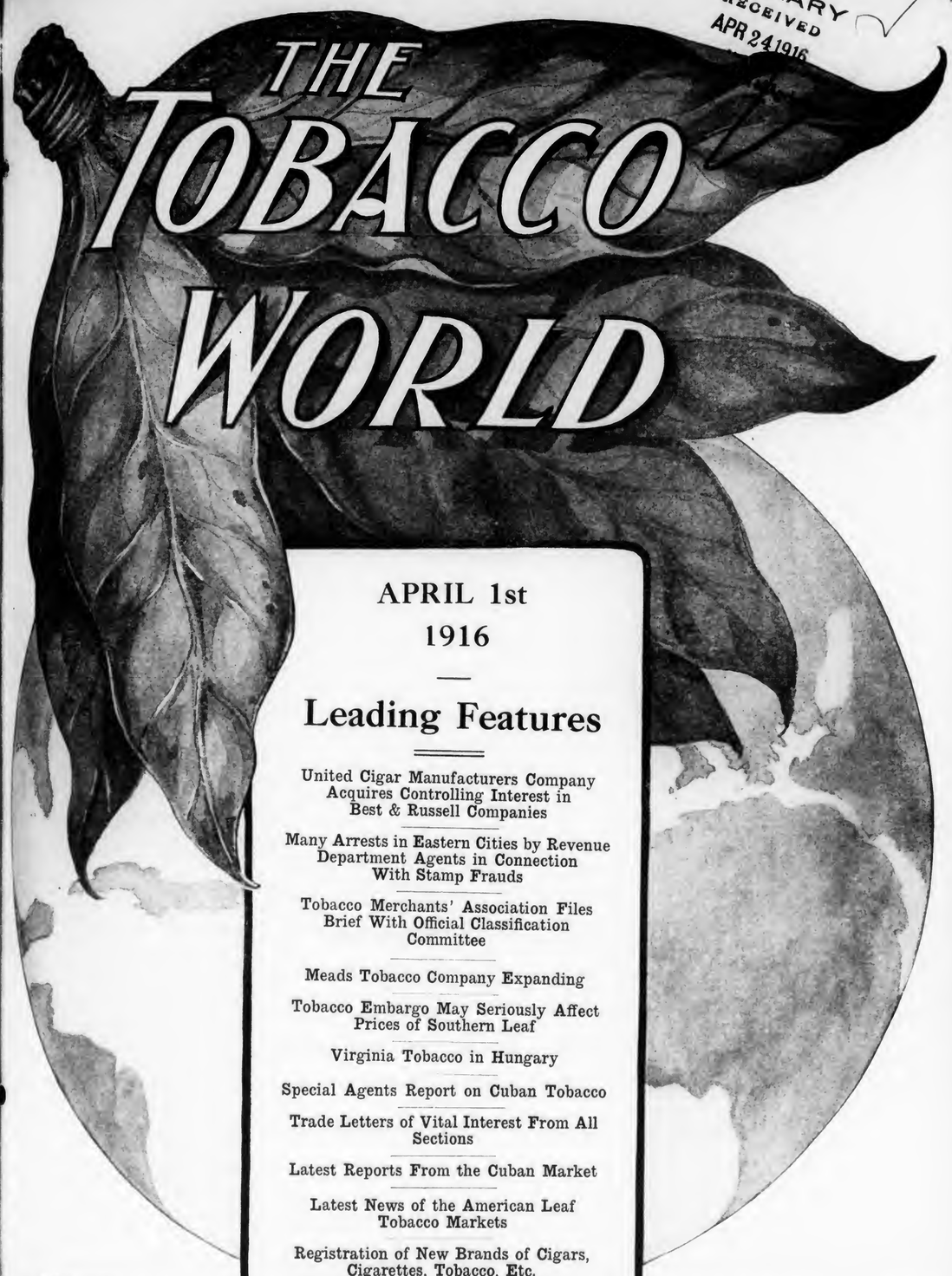

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United Cigar Manufacturers Company Acquires Controlling Interest in Best & Russell Companies

Many Arrests in Eastern Cities by Revenue Department Agents in Connection With Stamp Frauds

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Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881

Vol. XXXVI No. 7

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C LOZANO J. M. LOZANO

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U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

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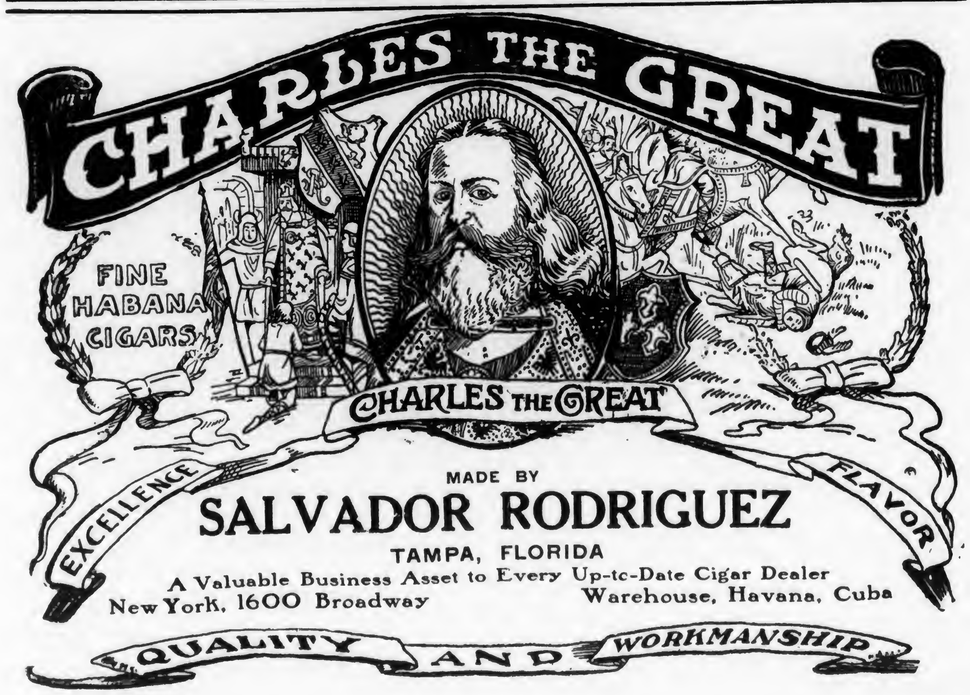

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Stogies have a steady sale throughout the United States. In every city and hamlet there are smokers who will have nothing else.

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Stogie sales are growing with the manufacturers of "Columbus Dutch Tops" and "Columbus 1492" brands, If your stogie business is at a standstill why not put in a brand that *will sell* and *duplicate?*

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For they add attractiveness and produce customers. All Heekin Cans are beautifully lithographed with designs wrought by our own artists.

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The VETERANO SIZE is the Finest All Habana Cigar ever made at **2 for 25c.** having that delicate Mildness and Fine Aroma Sought by Connoisseurs. Made only by

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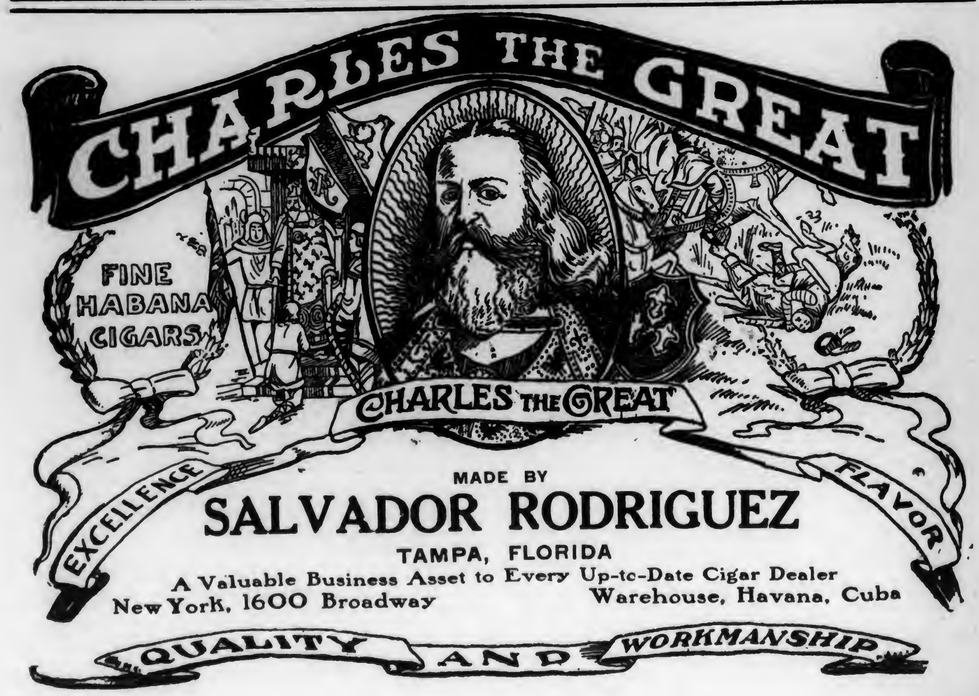

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Stogies have a steady sale throughout the United States. In every city and hamlet there are smokers who will have nothing else.

Are You Getting Your Share of Stogie Business?

Stogie sales are growing with the manufacturers of "Columbus Dutch Tops" and "Columbus 1492" brands, If your stogie business is at a standstill why not put in a brand that *will sell* and *duplicate?*

Why Not Try Our Stogie Brands?

If your jobber cannot supply you with "Columbus Dutch Tops", retailing at 2 for 5c, or "Columbus 1492", retailing 3 for 5c, write us at once and we will tell you where to get them.

COMMERCIAL CIGAR COMPANY

NEWARK, OHIO

Londres Grandes

The Juan P. Portuondo

CIGAR MFG. CO.

PHILADELPHIA

THE PRIDE OF THE CIGARIST

When Cigars or Stogies, Chewing or Smoking Tobacco is packed in

HEEKIN CANS

the dealer is proud to place those smokes in his window.

For they add attractiveness and produce customers. All Heekin Cans are beautifully lithographed with designs wrought by our own artists.

Heekin Cans preserve the aroma, freshness and proper moisture for tobacco.

All shapes and sizes. Send for sample and see the quality.

The **Heekin Can Co.**

Culvert, Sixth and New Streets

CINCINNATI, O.

"HEEKIN CAN SINCE 1901"

Darby & Joan Cigars

The VETERANO SIZE is the Finest All Habana Cigar ever made at **2 for 25c.** having that delicate Mildness and Fine Aroma Sought by Connoisseurs. Made only by

JOHN W. MERRI AM & CO.

101 Spring Street, New York

[MERRIAM CIGARS INC., SUCCESSOR]

For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Company

LIMA, O.

INTENTIONAL 2ND EXPOSURE

The Smoke of the U. S. A.

That snappy, spirited taste of "Bull" Durham in cigarette gives you the quick-stepping, head-up-and-chest-out feeling of the live, virile Man in Khaki. *He* smokes "Bull" Durham for the sparkle that's in it and the crisp, youthful vigor he gets out of it.

GENUINE

"BULL" DURHAM

SMOKING TOBACCO

"Roll your own" with "Bull" Durham and you have a distinctive, satisfying smoke that can't be equalled by any other tobacco in the world.

In its perfect mildness, its smooth, rich mellowness and its aromatic fragrance, "Bull" Durham is unique. For the last word in wholesome, healthful smoking "roll your own" with "Bull" Durham.

THE AMERICAN TOBACCO COMPANY

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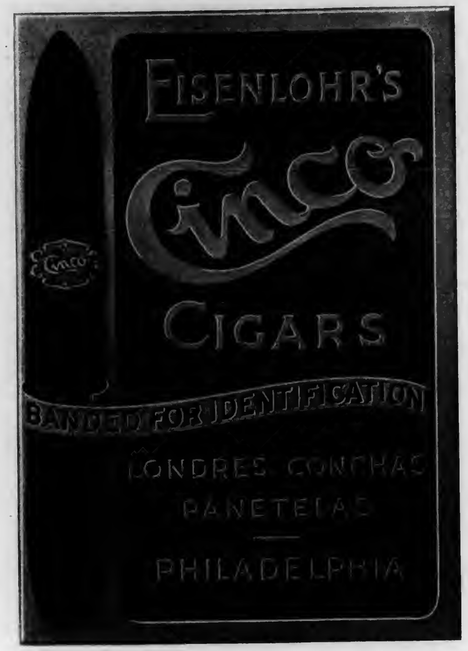

Quality Paramount

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H. UPMANN HABANA

Strictly Independent Manufacturers

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Sole Agent for United States and Canada

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Board of Trade Bldg., Montreal, Canada

SOL HABANA

Behrens & Co.

Havana, Cuba

Consulado 91-93

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always
a little better than
Havana's Best

LA DEVESA DE MURIAS HABANA

The Exceptional Cigar

BUSTILLO BROS. & DIAZ, Inc.

GENERAL OFFICES

267 Fourth Avenue **New York City**

This Kind of Advertising is Building Bigger Sales for the Old Favorite—DUKE'S MIXTURE

"He that will refuse to take a pipe of tobacco among his fellows is accounted peevish and no good company,"—
Wrote King James I of England, in 1616, concerning Virginia tobacco.

Give to *Your* Hospitality A "Virginian" Fragrance—

LET your friends never lack for that most fascinating of all tobaccos—the sun-ripened "Virginia" of DUKE'S MIXTURE Granulated Tobacco. In it are the mildness, smoothness and aroma which three hundred years of continuous improvement in cultivation and curing gives to the choicest Virginia tobacco.

There is a "liveliness," too, in Virginia tobacco that, according to the more discriminating smokers, makes it superior even to Turkish.

DUKE'S MIXTURE Granulated Tobacco is a combination of the choicest honey-colored "Virginia" tobaccos, and our years of experience in gauging the taste of American smokers.

We ask you to try it at our risk. We guarantee there is no better granulated tobacco made.

Besides the regular packing, DUKE'S MIXTURE is also packed in attractive 8 oz. glass jars, convenient for den or office, which will be sent prepaid on receipt of 50c if your dealer cannot supply you.

Liggett & Myers Tobacco Co.
St. Louis, Mo.

You can't lose!

No. You couldn't lose out on Girard cigars if you tried.

Just send for our "Dealer's safety first" proposition and you'll see why.

This gives you the opportunity to try out to your own satisfaction one of the best-known and best-selling cigars in the country—*without any risk on your part.*

We take all the chances

The Girard is the only 10c cigar that has been nationally and continuously advertised for five years—outside of the mail-order brands, and it proves a sensational hit wherever it is shown.

Just look at our striking advertisements in *The Saturday Evening Post* and *The Literary Digest* with their millions of circulation every week among the most intelligent readers. Then you will realize why so many high-class smokers call for

The Girard Cigar

And Girard quality keeps them coming. A mild and satisfying smoke that *never gets on your nerves.* A friend-maker every time.

No theory about this. We have had to double our capacity within a year. Now we're ready. And we want to prove to you that *Girards* will be the biggest asset in your case.

Remember the proof doesn't cost you a cent.

Just drop us a line *today.*

Address Department H

Antonio Roig & Langsdorf

Philadelphia

ESTABLISHED 1871

OYES DE ESPAÑA

Clear Havana Cigars

Lopez Hermanos
Makers

New York Office: 250 Fourth Ave.
Factory: Tampa, Fla.

Meet me at the Tuller

For Value, Service, Home Comfort

New **HOTEL TULLER**
Detroit, Michigan

Center of business on Grand Circus Park. Take Woodward car, get off at Adams Avenue

ABSOLUTELY FIREPROOF

200 Rooms, Private Bath, $1.50 Single, $2.50 Up Double
200 " " " 2.00 " 3.00 " "
100 " " " 2.50 " 4.00 " "
100 " " " 3.00 to 5.00 " 4.50 " "

Total 600 Outside Rooms
ALL ABSOLUTELY QUIET

Two Floors—Agents' Sample Rooms
New Unique Cafes and Cabaret Exellente

TO Manufacture a Cigar and Know that you are Putting the Very Best of Havana Tobacco in its Construction is a Great Satisfaction to the Builders and Gets the Approval of the Users. We Continue Manufacturing and Selling

LA SARAMITA

ADMIRAL, THE SIZE THAT SELLS
HAVANA CIGARS

With Broad Leaf of the Milder Quality for the Cover. Soon be a quarter of a Century since we started this Brand

The **Shields-Wertheim Co.** *Cleveland, O.*

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

The Real Independent Factory in Havana

Cifuentes, Fernandez y Ca.
Calle De La Industria, 172-174
HABANA, CUBA

General Agent for United States and Canada

ROBERT E. LANE
115 BROADWAY, NEW YORK

LIPSCHUTZ'S 44 CIGARS

"44" Cigar Co. Philadelphia

BAYUK BROTHERS

"HAVANA RIBBON"

FIVE CENT CIGAR
PHILADELPHIA

G. S. Nicholas & Co.
41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

DIAMOND JOE CIGAR FACTORY
ESTABLISHED 1860

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE
H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.

General Offices. PITTSBURGH, PA.

THE

Key West Cigar Factory

Factory No. 413, KEY WEST, FLA.

Office and Salesroom:

43 to 47 W. 33d St., New York

"LA MEGA" *MADE IN BOND*

HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP

V. Guerra, Diaz & Co., Tampa, Fla.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

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Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

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47 West Sixteenth St. New York

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Argüelles, Lopez & Bro.

MAKERS

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222 PEARL STREET NEW YORK	TAMPA FLORIDA	LEALTAD 129 HAVANA

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.

RICHMOND, VA.

Don't Judge

Florida and Georgia

Tobacco By Other People's Packings

If you want to see a fancy packing of the 1915 crop of Florida and Georgia wrappers, that burns and tastes as good as any tobacco grown, superior in yield and colors

We Are Now Ready to Show Our 1915 Crop

Beautiful Light Colors and Perfect Burn
Good Quality Tremendous Yield

Samples Ready for Inspection at the Company's Office

AMERICAN SUMATRA TOBACCO COMPANY

142 WATER STREET, NEW YORK

"The Park & Tilford Standard"

MI FAVORITA
CLEAR HAVANA CIGARS

The flower of perfect tobacco manufactured in bond has maintained "Mi Favorita" Clear Havana Cigars at the forefront of all brands.

MI FAVORITA CIGAR CO., Inc.
Key West, Fla. 529 West 42nd Street, New York

By Special Appointment To the Late King Edward VII

Philip Morris
The World's Oldest High-grade Turkish Cigarettes
Plain End or Cork Tipped

"The Little Brown Box"

PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York

Flor de Jeitles
CLEAR HAVANA CIGAR
5¢
JEITLES & BLUMENTHAL, Ltd.
PHILADELPHIA.

THE FINEST OF
Georgia and Florida Tobaccos
Will be found in our new packing which
We Now Offer Direct to the Trade
at the lowest cash prices
TO APPRECIATE THE QUALITY
We suggest that you see samples which we will be glad to submit on any grade.
WE SOLICIT CORRESPONDENCE
GAFLA SUMATRA COMPANY
Office and Packing House QUINCY, FLA.

M. MELACHRINO & CO., Inc.
EGYPTIAN CIGARETTES
You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes
M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe
GRAND DEPOTS OF M. Melachrino & Co., Inc. {London, 8 Regent St., S. W. Capetown, South Africa Calcutta, 10 Government Place Alexandria, Rue Chenif Pacha CAIRO, Head Office and Factory Hamburg, 18-20 Grosse Backerstrasse
AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION
214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVI. PHILADELPHIA AND NEW YORK, APRIL 1, 1916. No. 7.

MANY TOBACCO DEALERS CAUGHT IN REVENUE DEPARTMENT RAID

Clean-up Started in New York and Philadelphia—Cigarmakers Accused of Systematically Defrauding Government—Probe Begun of Graft Rumor

SOME two hundred arrests in New York, and between thirty and forty in Philadelphia featured the start of a general round-up of persons alleged to be guilty of government frauds in connection with cigar manufacturing. Still more remarkable is the fact that many of the alleged frauds have been carried on for a long time. This has led to the belief that this could not have happened without the corruption of agents of the Internal Revenue Department. As a result of this an investigation is under way.

Revenue stamp frauds are known to exist on a large scale throughout the United States. The trade papers have been unanimous in their demands for investigations. With the birth of the Tobacco Merchants' Association definite action was promised and this is believed to be the beginning of a nation-wide crusade.

The beginning of the round-up has brought out the astounding fact that in all probability there has been much graft connected with the collection of revenue and it is alleged that for the past ten years bribes have been paid amounting to $100,000 a year. Tobacco manufacturers say that the practice of stamp frauds was a well-established business and that the payments to Government agents ran from $1 a week for the "little fellow" to $10 a week for the larger factories.

During this period it is believed that the losses to the Government has amounted to at least $10,000,000.

In the matter of box stuffing this was done not only on the most expensive imported brands, but on down to the nickel smoke and the stogie. Aside from the refilling charges others are held for using counterfeit revenue stamps, some for selling leaf tobacco without registering, and others for selling cigars and cigarettes without any stamps at all.

Consumers as well as the Government have been defrauded. In some of the raided New York factories boxes were found that had originally contained expensive imported cigars. They were filled with imitations of these brands and bore forged bands made in Germany.

The genuine brands cost $200 a thousand and retail at from twenty-five to fifty cents each. The imitations were sold to the retailer for $140 a thousand and the consumer paid the regular price.

The fraudulent manufacturer buys the used boxes, with stamps intact, for twenty-five cents each and fills them with the imitation cigars.

Former United States District Attorney Wise and Carl E. Whitney have been retained as counsel for the New York cigar men. Mr. Whitney characterized the wholesale arrests as outrageous. He said:

"This is an unprecedented proceeding by the Government and the most drastic thing that was ever done. It has worked a great hardship on many small dealers and will mean their ruin. The Government has seized their entire stocks, valued at from $100 to $9000, and sealed up their places.

(Continued on Page 18)

UNITED CIGAR MANUFACTURERS CO. ACQUIRE BEST & RUSSELL STOCK

Controlling Interest in the Three Companies Purchased From William Best, Sr.—Management Will Continue as Heretofore—Greater Distribution for Brands

THE United Cigar Manufacturers Company on Monday last announced the acquisition of a controlling interest in the stock of the Best & Russell Companies through the purchase of the holdings of William Best, Sr., who has decided to retire. These companies have for many years enjoyed a large wholesale and retail distribution, and the change of ownership indicates a still greater distribution for the brands of the United Cigar Manufacturers.

It is stated that William Best, Sr., while president of the three Best & Russell Companies, has not been active in the management for several years, and that with his desire to retire he accepted the offer of the United Cigar Manufacturers Company to purchase his holdings.

In 1877 Mr. Best became a member of the firm of Best, Russell & Company in Chicago, and about fifteen years later the firm was incorporated as Best & Russell Company. Later this company established two other Best & Russell Companies in conjunction with the original firm.

The business has shown a continued growth and there has been a steady increase in the sale of the brands of the United Cigar Manufacturers Company, which this firm handled.

When Mr. Best began to consider his retirement there were several parties ready to purchase his stock, but he finally accepted the offer of the United Cigar Manufacturers Company, with whom his business has been closely allied.

Since Mr. Best has been inactive, the management of the companies has been in the hands of William Best, Jr., A. B. Adair and C. J. Duddleston. These gentlemen will continue to direct the affairs of the companies as in the past.

Growers About Red Lion to Increase Acreage

From Red Lion, Pa., comes the announcement that this coming season there shall be in that vicinity quite an increase in the number of farmers who will devote their attention to the growing of tobacco. During the past two or three years, the farmers have been giving their attention to the growing of crops other than tobacco, due to the low prices which were being paid by dealers and packers. Those farmers who did, however, continue to grow tobacco, were rewarded last season by receiving good prices for the crop. Two or three years ago, the prices paid for the crop averaged not more than two or three cents per pound. This year, as high as ten cents per pound is being paid by the dealers for tobacco. Eight cents is being offered for even the poorest crop in addition to hail-cut tobacco. Exportation of the cheap grade of tobacco has also made a shortage on this type. The scarcity which now prevails is being used as a strong argument by the dealers in an endeavor to have the farmers increase the acreage of the tobacco crop.

J. L. Hoffman, sales manager of the Falk Tobacco Company, New York, makers of the popular "Herbert Tareyton" cigarettes, left recently for a trip to the Pacific Coast.

New Orleans

New Orleans, La., March 27, 1916.

JUST how many visitors the racing season and the Mardi Gras just ended brought to New Orleans, and the big business they brought in their wake, is best evidenced by the statement this week of the cigar stand managers of the Grunewald Hotel. Figures submitted to the correspondent by Tom Leech and O. E. Baxter, the genial bosses at the well-stocked and attractive lobby stand, show that the Grunewald Hotel's business was 25 per cent. heavier during the Winter season just passed than any other similar season.

The United Cigar Stores are making an offer of 12½ cents' worth of "Velvet Smokarols" tobacco with any 25-cent pipe in the house.

Mr. Tropauer, representing Stephano Brothers, of Philadelphia, has just finished putting on a smashing advertising campaign for "Rameses" cigarettes. The town has been freely sampled and attractive cards inserted at various downtown cigar stands, and the results of this campaign are already apparent in increased sales on the brand and numerous inquiries.

Jack Kirschner, junior partner of the firm of Sam Freund & Company, Waco, Texas, is in New Orleans after visiting relatives and friends in Baton Rouge and Donaldsonville. "Nic" King, well-known representative of the Deisel-Wemmer Company, met Mr. Kirschner at the Grunewald by appointment and showed the old town that they could do a few things besides sell cigars.

R. G. Reynolds has appeared at the local stands with his "Cortez" cigars and is a Mardi Gras stay-over.

Francisco Arango, of Francisco Arango y Ca, Tampa, accompanied by F. A. Tripp, as representative of the Arango factory, paid a pleasant visit to the New Orleans trade in mid-March.

S. J. Derbes, Jr., one of the best known cigar salesmen in this section, has been placed in charge of the city sales of "Ninas," the popular five-cent brand manufactured by Reguera and Berengher, of this city. The appointment was made owing to the fact that "Ninas" are gaining a wider distribution each month. Mr. Berengher, who up to the present time attended to the city sales in addition to his other duties, will hereafter devote his time to interstate sales and management of the office. Mr. Reguera, as heretofore, will retain personal charge of the manufacturing department and purchasing of raw material. Knowing the wide experience and knowledge of the cigar field that Mr. Derbes possesses, the high merits of "Ninas" and the progressiveness of its manufacturers, we predict for Mr. Derbes and the brand he has connected with a very prosperous future.

John Honell, assistant to the vice-president of the United Cigar Stores, was a visitor in New Orleans during the early part of the month.

Louis I. Breffeilh, formerly of the Mecca Cigar Company, at 736 Gravier Street, has moved his stock and stand to 217 Carondelet Street at the place formerly occupied by A. P. J. Segassie.

Through an arrangement with Francisco Arango y Ca., the Grunewald Hotel cigar stand is having new labels for flap and cover designs made for them, and Arango products in assorted sizes will shortly be featured along with the imported stock that has made the Grunewald caterers famous.

The premium station of W. R. Irby & Company will be moved on April 1st from Carondelet and Canal Streets to 738 Camp Street.

In an interview with M. Miller, president of the Coupon Cigar Stores, which are rapidly expanding in the Crescent City, Mr. Miller states that all of his stores will hereafter feature "Mino" goods, or those made in New Orleans. As an instance of a tobacco store's development it is noted that the company's stand at Camp and Lafayette Streets does more business than any other store, and this despite the disadvantage of a poor location. The reason is that the store is attractively stocked, and recently has added a full line of newspapers, periodicals and novels.

Martin K. Berger, vice-president of the Hull-Grummond Company, manufacturers of the "Franklin" cigar, was in New Orleans this week and called on J. B. Connors & Company, the local representatives.

F. Cazale is the new owner and manager of the Press cigar stand, established for many years on Newspaper Row in Camp Street. Mr. Cazale bought the stand from O. Suarez, who has likewise disposed of his interests in the Press Cafe. Mr. Cazale likewise owns the stand in the Commercial Cafe, Tchoupitoulas Street near Canal.

Elaborate preparations have been made for the meeting of the Board of Directors of the Valloft & Dreaux Company, which will be held at the Camp Street store on April 6th. The following gentlemen will be in the city among others to attend the annual meeting, at which officers will be elected to serve during the next year: Sam Potter, of Carl Upmann Company, New York; A. V. Jockel, vice-president of Ruy Lopez & Company, New York, and Ellis Myers, of Celestino Costello & Company, York, Pa.

A. J. B.

Two Companies Increase Surplus

Eliminating operating expenses, the report of the Liggett & Myers Tobacco Company for the year ending December 31st, 1915, discloses receipts amounting to $8,633,449. This is an increase of $1,402,288. The balance available for distribution to common shareholders amounted to $5,753,947. This was a gain of $1,439,639 and equivalent to 26.61 per cent. on this issue, an increase of 6.54 per cent. over the preceding year. The year's surplus totaled $2,314,523, making the company's present total surplus $10,935,899. On its common stock the company has declared an extra dividend of 4 per cent.

The net earnings of the P. Lorillard Tobacco Company for the year 1915 totaled $4,820,913, an increase of $301,852 over 1914. The net earnings as applied to stock averaged 18.18 per cent. on the outstanding shares, as against 16.15 per cent. in the preceding year.

Heekin Can Company Makes Perpetual Calendar

The Heekin Can Company, of Cincinnati, Ohio, has recently produced a perpetual calendar, lithographed on metal and every bit of the work done in their own factory. It is a handsome piece of work and any manufacturer would be pleased to have it adorn his office.

The Heekin Company has just completed their work on these calendars and will be pleased to forward one to any interested manufacturer, upon request.

The idea of a perpetual calendar, while not new, is one that appeals to every busy man, and the workmanship on this particular product of the Heekin Can Company assures the happy possessors of one that they have a calendar which will mark the days regularly, year in and year out, and will at the same time maintain its handsome appearance. Like all good things, it must be seen to be appreciated.

Philadelphia Notes

Increasing distribution of the "Lord" five-cent cigar is reported by the Henry Cigar Company, the manufacturers.

The Morgan Cigar Company, of Tampa, manufacturers of "Juan de Fuca" cigars, was ably represented in Philadelphia recently by Frank Pyle.

Victor Lopez, the "Garcia Grande" salesman for J. Klorfein, New York City, collected a tidy bunch of orders when in Philadelphia the other day.

John H. Sinberg, broker, representing the owner, has leased the entire store and basement at 1606 Sansom Street, Philadelphia, to the Adler Cigar Company.

Frank Roland, who represents Lopez Hermanos in the local market, closed some attractive business of "Reyes de Espana" brand when in Philadelphia recently.

The products of the Bock-Stauffer Company, Pittsburgh, Pa., received the attention of H. Bock upon the occasion of his visit to the Quaker City recently.

"Benny" Straus, who covers the local territory for A. Santella & Company, of New York and Tampa, was pleased with the number and size of the orders he gathered when in Philadelphia recently.

The "Alexander Humboldt" shade grown Havana cigar has been placed in more than half a hundred good locations throughout Philadelphia by E. R. Dempsey, representing Alvarez Mendez & Company, of Tampa, Fla., the manufacturers.

Armstrong & Latta, Roydhouse-Arey Company, William Steel & Son Company and A. Raymond Raff are estimating on a three-story cigar factory, 80 by 280 feet, to be built in Lancaster for Bayuk Brothers, manufacturers of the "Havana Ribbon" cigar.

Isadore Baum, formerly of Baum Brothers, cigar manufacturers, but now a cigar jobber with offices in the Boyertown Building, was a recent visitor to New York. Mr. Baum reports that he is securing some excellent results on the "Epocha" brand.

W. D. Duncan Now With Erlich Manufacturing Company

W. D. DUNCAN, for a number of years a member of the firm of Terry & Duncan, Tenth and Chestnut streets, this city, and more recently traveling representative for San Martin & Leon, of Tampa, has become identified with the Erlich Manufacturing Company, with headquarters at 241 West Broadway, New York City. The new connection affords Mr. Duncan opportunity to serve his friends with Tampa-made clear Havana cigars.

"Muriel" Line Well Distributed in City

The "Muriel" cigar, manufactured by the P. Lorillard Company, is noticed about the city in increasing numbers, and many attractive displays are being made with them. The Evans Drug Stores handle them in several sizes and sell large numbers of them. Several of the larger hotels feature them extensively, and also find a sale for them in large quantities. The drug trade is another outlet for the brand in this city. Most of the first-class shops carry the brand in a number of sizes, and many of the smaller stores run frequent displays on the "Muriel" cigar. Frank Winslow is the local representative of this brand, and he is having a large success with it.

United Drug Company Takes Out Charter

According to advices from Boston, the United Drug Company has taken out a Massachusetts charter, with total authorized capital stock of $52,500,000, making it the largest business corporation in the Commonwealth, with the signle exception of American Woolen Company, recently organized under Massachusetts laws with $60,000,000 authorized capital.

The capital stock of the new United Drug Company, which succeeds the recently dissolved New York corporation bearing the same name, is divided as follows: 150,000 first preferred shares (par value $50), 100,000 second preferred (par $100), and 350,000 common shares (par $100).

The following stock is to be now issued as full paid and non-assessable stock in consideration for sale and transfer of all the property, assets and business of the United Drug Company, Inc., New York: 101,727 first preferred, 91,090 second preferred, and 200,500 common shares.

The officers of the new company are: Louis K. Liggett, president; James C. McCormick, treasurer, and A. W. Murray, clerk. These men, together with the following, comprise the board of directors: Louis I. Schreiner, Charles E. Muran, J. N. Staples, Jr., H. L. Simpson, J. A. Galvin, L. W. Retzel, C. H. Zimmerman, M. E. Mahon, George Hall, R. E. Hadley, W. W. Hadden and P. O. Wood.

IRREGULAR PAGINATION

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ESTABLISHED 1881

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CLEVELAND LOS ANGELES SEATTLE
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CIGAR MANUFACTURERS' ASSOCIATION OF AMERICA
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It may be assumed that some innocent men were swept up along with the guilty in the recent net set in New York, Philadelphia and other cities by the Internal Revenue Department. If there are innocent men among those held their arrests have been made on specific charges and whether the violation has been due to carelessness or real intent to defraud is of small moment. The law is very clear on what a manufacturer may or may not do, and even if the local collectors have been negligent, ignorance as a plea will prove of little benefit.

Tobacco Frauds

Some persons interested in the tobacco industry take the recent report of the investment in a certain tobacco corporation by a man long prominent in the trade as an indication of some important changes. The past few years have seen some remarkable situations, and with the constantly increasing competition among the big companies in the tobacco field it is natural to suppose that certain changes and amalgamations will become necessary for the preservation of established businesses that are unable single-handed to maintain their "place in the sun."

Are Changes Coming?

This competition has been developed largely by advertising and the power of printers' ink can no longer be doubted when as a result of its use profits show large increases. Every dollar spent in advertising is developing good-will, which if maintained by the product, becomes a handsome asset. By advertising a number of the larger companies have added tremendously to their prestige and prospects while the matter of production to meet the demand becomes a serious one.

During the month several important changes have already taken place. And who shall say that each one has not been advantageous? In theory at least consolidation should bring benefits of mutual advantage.

The purchase of the Schinasi interests by the Tobacco Products Corporation, the consolidation of the T. J. Dunn & Company business with that of Samuel I. Davis & Company, the purchase of a controlling interest in the Best & Russell Companies by the United Cigar Manufacturers, all show the tendencies of the times.

What changes are to come in the near future are but conjecture. In the face of such keen competition it is evident that the small manufacturer must put forth his utmost effort to maintain his distribution. The expansion and widening of the markets is seemingly more easily accomplished by big corporations than by small ones and conditions today accentuate this feeling. When it is proven that consolidation will bring such benefits the alert manufacturer or corporation will be favorably inclined.

If the experiences of the past few years may be taken as a criterion it may be assumed that still more important changes will take place in the future.

Cigar Leaf Association to Convene May 8th

The National Cigar Leaf Tobacco Association will convene for its annual convention at Washington, D. C., on May 8th, according to an announcement recently sent out over the signature of the president, Charles Fox, and secretary Joseph Mendelsohn.

It is pointed out that at no time in the history of the association have so many matters of vital importance been thrust upon the officers and committees. The convention offers the only opportunity for discussion and deliberation on these subjects.

As matters of great interest affecting the trade are now pending before Congress it is believed that a large attendance at the convention would make a most favorable impression. It is therefore requested that members of local boards not only urge that a full delegation be sent but that as many members as possible will make an effort to be present in addition to the delegates and alternates.

The Ryan & Raphael Cigar Company, Chicago, Ill., are now occupying their new offices in the Brokaw Building, Broadway and Forty-second Street, New York City. The furnishings and equipment are not only practical but are attractive as well. The management of the local business is under the direction of Jackson Kelly, who is also the company's Eastern representative.

Trade Jottings

"Leticia," a new five-cent Porto Rico cigar, is being put on the market by Grommes & Ulrich, Chicago, Ill.

The cigar stand at 555 Main Street, Buffalo, N. Y., formerly occupied by William Nicklis, has been taken over by John A. Lami. Christopher Wolf is in charge.

Heineman Brothers, Baltimore, Md., report that their receipts thus far for the month of March show quite an increase over sales for the same period in the preceding year.

Computation of their business for the past month, by Walding, Kinnan & Marvin, Toledo, Ohio, disclosed an increase in sales on Cuesta, Rey & Company's products, for which they are distributors.

Noyes Brothers & Cutler, St. Paul, Minn., distributors of "El Dallo" cigars, manufactured by Wertheimer Brothers, Baltimore, Md., were recently in receipt of a visit from Sam Wertheimer, of the company.

An aggressive campaign on "Relu" cigarettes is now being waged in Massachusetts by the Reed Tobacco Company. E. U. Harrington, manager of the New England district, states that results are coming along nicely.

The "Body Guard" cigar, manufactured by Dearstyne Brothers Tobacco Company, of Albany, N. Y., is reported to be meeting with success not only locally but also throughout New York State. The brand retails at five cents.

The Charles B. Perkins Company, Boston, Mass., are offering a new cigar to the trade. It is styled the "36," carries a Sumatra wrapper and retails at five cents. It is stated that good workmanship is one of the features of the brand.

From Denver, Col., comes the report that excellent missionary work is being done in that city on "El Roi-Tan" cigars by O. J. Lansing, Seidenberg & Company. It is stated that not only is the brand selling well, but that the cigar is being sold by practically all of the prominent stores in the city.

The Oppenheimer cigar stores at South Bend and Elkhart, Ind., have been taken over by Louis Shirk, who will appoint local managers to look after his interests in the stores. He will continue as representative for the Compeer Cigar Company.

The Central Cigar and Tobacco Company, Memphis, Tenn., having taken on the distribution of the "Charles Denby" cigar, manufactured by H. Fendrich, Evansville, Ind., Arthur Taylor, of the latter company, recently arrived in Memphis to assist the Central Company on a two weeks' introductory campaign. Nice business is being done by the Central concern on the brand.

Despite the recent largely increased facilities of Kraus & Company, Baltimore, Md., manufacturers of the "In-B-Tween" cigar, the company is still incapacitated in the matter of keeping up with the orders which are being received on this and other brands which it manufactures. The enlargement now being made to the present factory is expected to be completed shortly.

Tampa

E. P. Eberlin Joins Cuesta, Rey & Company—Jorge Leon Back From Cuban Plantations—Corral, Wodiska & Company Report Increased Demand

Tampa, March 27, 1916.

CUESTA, REY & COMPANY announce the appointment of E. P. Eberlin to represent them in Mississippi, South Alabama, South Georgia, Northwest Florida, and Western Tennessee. Mr. Eberlin takes charge of the territory formerly traveled by Sidney Douglas, deceased. He is an experienced salesman, and was previously associated with the sales department of Nick Felif, of Mobile, Ala. In this connection, Mr. Eberlin became thoroughly acquainted with the Cuesta-Rey line inasmuch as he handled it for Mr. Felif, who is numbered among the distributors of the Cuesta-Rey products.

Much satisfaction is being expressed by Moses Bustillo & Company relative to the prosperous business being done by the company.

Manager Torres, of Sanchez & Haya, is back again from Havana, where he went on a tobacco purchasing trip. He reports having secured some excellent leaf for the company.

Jorge Leon, of San Martin & Leon, back from his recent visit to the company's plantations, in Havana, states that the crops are of decidedly excellent quality, and that he has made reservations of some choice leaf.

An increased demand for better sized and higher priced cigars is reported by Corral, Wodiska, Y Ca., manufacturers of the "Julia Marlowe" cigar.

At the factory of the Jose Lovera Company during the past month, business has been surging steadily forward.

John C. Boltz left recently for Philadelphia, following his settlement of the affairs of the Boltz-Clymer Company.

Salvador Sanchez & Company, Y. Pendas & Alvarez, the Preferred-Havana Company, and the Morgan Cigar Company all report excellent business.

Manuel B. Pendas, of Pendas & Alvarez, bought a goodly quantity of tobacco on his recent visit to Havana.

Andres Diaz, of Andres Diaz & Company, was among some of the more recent visitors seen in Havana for the purpose of securing tobacco for manufacture.

Perfecto.

Piaza Sentenced on T. M. A. Charges

Charles Piaza, the first man arrested in the crusade recently inaugurated by the Tobacco Merchants' Association, under the direction of its attorney, Charles Dushkind, against box-stuffing, was sentenced in the United States Court to serve two months' imprisonment. Piaza pleaded guilty to the charge of having refilled boxes which previously contained "Hoyo de Monterrey," "Corona," and "Carolina" cigars.

New Officers for Young & Busser Company

The following are the officers of the recently reorganized Young & Busser Company, conducting the Centre Square Cigar Store at York Pa., following the withdrawal of George L. Stallman: C. L. Young, president; C. H. Sieker, vice-president and treasurer; and Robert B. Funk, assistant treasurer. Mr. Sieker will act as general manager.

It is stated that about the middle of April the United Cigar Stores Company will open a store on the corner of Howard & Market Streets, Akron, Ohio.

MANY TOBACCO DEALERS CAUGHT IN REVENUE DEPARTMENT RAID

(Continued from Page 13)

"They are put under arrest and forced to get bonds. Many of them can't afford even that expense. In the meantime their factory bond is forfeited. They are unable to do business and their income is absolutely shut off."

At the office of John Z. Lowe, Jr., Collector of Internal Revenue for the Second New York District, the following statement was given out:

"The Commissioner of Internal Revenue, satisfied that the Government was losing many millions of dollars annually throughout the country in taxes on cheap cigars, cigarettes and tobacco, about six months ago began a quiet investigation of the facts, and through his confidential agents has secured evidence showing the Government's loss in taxes in these products to be appalling. The proof so far obtained by Colonel Osborn, who has had personal charge of the matter, has resulted in evidence being secured to date warranting the seizure of about 200 factories in New York and elsewhere which will be accomplished at once and the various offenders prosecuted criminally. The result of his investigation shows a far-reaching and gigantic conspiracy to have existed for ten or fifteen years. Many manufacturers have been making the cigars and selling them without stamps to consumers and other dealers, resulting in large losses in revenue.

"In addition to these frauds the present Commissioner of Internal Revenue has uncovered long standing frauds in the manufacture of oleomargarine and whiskey whereby the Government has lost millions of dollars. A number of factories and distilleries have been seized in different parts of the country. Numerous convictions have been secured ties. In one case over six hundred thousand dollars was and a large amount of money collected in fines and penal- paid to the Government.

"The result of the Commissioner's crusade on this class of violators in New York and other points will without doubt result in the collection of millions of dollars heretofore evaded, and break up a rotten condition that has existed for many years."

"Still Going Strong"

John Haderlein, thirty-eight years old, Standard Oil boilermaker at Wood River, Ill., in five years has saved over 3,000,000 tobacco coupon tags. He has furnished his four-room house with the premiums from tags. He gave 750,000 coupons for the piano which adorns his home, and is now on the last lap of saving enough for a five-passenger automobile.—Minneapolis "Cigar and Tobacco Journal."

After procuring the automobile, Mr. Haderlein will probably start saving coupons for a twenty-room house with five bath rooms, a swimming-pool, billiard room, music room, library, etc., etc.

Yocum Brothers' New Factory Ready

April 1st has been the date set for removal to the new factory of Yocum Brothers, at Fourth and Walnut streets, Reading, Pa. The new building is modern throughout and will offer greater facilities for expansion than did those of the old factory at Seventh and Walnut streets. It will be possible to put a larger force at work, thus aiding to a material degree in more rapid shipment of orders. Yocum Brothers report excellent demand for their "Y-B" and "Spana-Cuba" brands, which are now assured of even greater attention than was possible heretofore.

Trade Jottings

Lease for a cigar store in the Rialto Building, northwest corner Forty-second Street and Broadway, has been obtained by the United Cigar Stores Company.

During the past month at his home, 790 Hancock Street, Brooklyn, N. Y., Bernard J. Larney, a cigar manufacturer, died as the result of Bright's disease. He was 59 years old and is survived by a widow, one son and three daughters.

The Cayey-Caguas Tobacco Company, manufacturers of the well-known "Savarona" cigar, state that the recent strike of their cigarmakers in Porto Rico has been satisfactorily settled. Improving conditions, generally, are also reported.

The new Queen size in "Solace" cigars is being pushed by the E. M. Schoenborn Cigar Company, Columbus, O., President Workman directing. The Schoenborn Company operates stores in the Neil House, Columbus, and the Bechel House, Dayton.

The Soter Company, cigarette manufacturers, announce Sidney J. Freeman & Sons as general sales agents for their products. "Egyptian Princess" in all tips will be the brand principally distributed. Attention, however, will be given to the five-cent brand "La Turka."

Succeeding W. D. Fleak, who has identified himself with the Tobacco Products Corporation, word comes from Oklahoma City that R. N. Loomis, local supervisor of the cigarette department of the American Tobacco Company, has been transferred to Chicago, Ill. He will have charge of the Illinois and Iowa territory.

"El Niblo," manufactured by the Solis Cigar Company, Denver, Col., popular in this territory for quite a long time, is the object of much attention just now from the standpoint of publicity. The "El Niblo" is a clear Havana and it is the intention of the company to increase the number of smokers calling for the brand.

Cigar stand privileges of the new building located at the corner of Thirty-fifth Street and Broadway, opposite R. H. Macy & Company's store and the Herald Building, have been secured by Murray Benis. Arrangements for the opening are now being made by Mr. Benis, who was formerly identified with G. W. Faber, Incorporated.

"Rex Roy," a five-cent product, manufactured by the Hernsheim Company, of New Orleans, La., has been taken on for distribution by the P. C. Knowlton Company, of Memphis, Tenn. Good jobbing orders are reported on the brand by the Knowlton Company, who state that the "Rex Roy" is proving a repeater in most places where it is carried.

A special sixty days' campaign is now being carried on by S. Bachman & Company, Los Angeles, Cal., on the "John Ruskin" cigar of the I. Lewis Cigar Manufacturing Company, Newark, N. J. The salesmen of the Bachman Company are being assisted in their work by "Bill" Baillie, of the Lewis Company, who recently arrived for some specialty work on the brand.

Tobacco Embargo May Affect Leaf Prices

MAJOR W. A. GRAHAM, Commissioner of Agriculture, has received communications from Hon. E. Y. Webb and Senator F. W. Simmons in Washington relative to the probable effects of the British order decreasing or shutting off the importation of tobacco into the United Kingdom. Mr. Webb inclosed a letter from Secretary of Commerce Redfield in which he expressed the opinion that curtailment might be offset by purchases made in this country by British agents for future delivery. W. A. Taylor, Chief of the Bureau of Foreign and Domestic Commerce, in a letter to Senator Simmons sent to Major Graham, expresses the fear that a considerable decrease in importations may be serious in effect on prices.

The letter to Mr. Webb from Secretary Redfield follows:

"The British order in Council of February 16, 1916, which restricts the importation of a number of products, including tobacco, is quoted in "Commerce Reports" for February 17th, a copy of which is sent you herewith.

"This department is unofficially informed that where an order has been placed in this country before the date of the order in council licenses to import will probably be granted as a matter of course. As licenses must in all cases be obtained before importation into Great Britain is permitted, the proper procedure is for the American shipper to obtain assurances that his British customer has secured such licenses from the British Board of Trade or other proper body before undertaking to fill the order. In the absence of such an assurance, it is doubtful whether steamship companies would receive a consignment.

"During the calendar year of 1914 the amount of unmanufactured tobacco imported into the United Kingdom from the United States reached a total of 138,985,243 pounds, according to British official figures, and the value of such imports was given as 5,484,336 pounds sterling. The immediate effect of limiting imports to two-thirds of this amount, or a smaller proportion is obvious. This curtailment of the British market might be offset to a considerable degree, however, by purchases made in this country by British importers for future delivery. It has been reported in the press that such action might be taken in the event that imports of tobacco into the United Kingdom were materially reduced. It seems reasonable to suppose that such a course might be followed, as it is not to be expected that the restriction of tobacco imports will materially reduce the consumption of tobacco products in the United Kingdom. The probable result of such restriction will simply be that British stocks already available will be utilized, and upon the depletion of such reserve stocks there would doubtless be a greatly increased demand for new supplies from this country. The British imports of manufactured tobacco from the United States are comparatively insignificant, and the order in council would be of relatively small consequence in this connection. The value of cigarettes imported into the United Kingdom from the United States during the calendar year of 1914 amounted to only 2662 pounds sterling.

"I may add that a cablegram from the American Consul-General at London, dated February 17th, stated that a special committee would probably be appointed to deal with the matter of tobacco imports. As soon as additional data on this subject are received, I shall be glad to have the Bureau of Foreign and Domestic Commerce, of this department, give you such further information as may be available."

The letter to Senator Simmons from W. A. Taylor reads:

"We are advised through the Chief of the Bureau of Foreign and Domestic Commerce, under date of March 1, 1916, of your request for definite information for the Commissioner of Agriculture, Raleigh, North Carolina, regarding the conditions or regulations which govern the export of tobacco and the probable effect of such regulations upon the volume of trade and prices.

"I regret to advise that this department has no information bearing on this inquiry other than recent press reports indicating that shipments of tobacco are now allowed to enter neutral ports of Europe under such conditions as would apparently permit of their reaching Germany and her allies, on the one hand and, on the other hand, the decision of the British government to limit or restrict altogether the importation into England of tobacco and other products classed as luxuries.

"As to the probable effects upon the volume of trade and prices, if these reports are true, it may be said that England is our largest foreign customer for tobacco and normally large quantities of the flue cured type, such as is grown in North Carolina, as imported from this country. Considerable quantities of this and other types of our tobacco are also normally exported to Germany and her allies. Any considerable decrease in the volume of the foreign trade in the flue cured type would in all probability seriously affect prices, since there has been a decided tendency to over-production of this type during the past two years, so that it is presumed that domestic manufacturers are rather fully stocked."—Winston-Salem "Sentinel."

Fonseca Patent Upheld in Courts

Upholding the Fonseca patent in every particular, the United States Circuit Court of Appeals in the case of the F. E. Fonseca & Company vs. Ruy Suarez & Company, has reversed the decision of the lower courts, the decision of the higher court being in part as follows:

"The subject of the patent is a simple wrapper for a cigar, which is sufficiently described in the first claim. This claim is as follows:

"A cigar package comprising a cigar and the containing protecting cover, the said cover extending normally beyond the ends of the cigar and having its extended ends twisted to form practically cords which are wound back upon the cover and secured.

"The result is that the cigar is covered in a neat paper case upon which any desired printing may be inscribed, such as the name of the cigar and its maker. The twisted ends form cushions which protect the cigar and the covering protects it when carried in the pocket or cigar case of the smoker. The nearest approach to the patent is the Whitney envelope, which had a different object in view and had none of the distinctive features of the Fonseca patent.

"The patent is on the border line between invention and mechanical skill, but we are inclined to think that we should resolve the doubt in favor of the patent. We think it is in the same category as the metallic castor patent which we recently upheld, which consisted in substituting a cup-shaped metal disk for the ordinary wheel castor.

"The wrapper in question has many advantages which appeal to the smoker. It keeps the cigar clean, it prevents it from being broken at the ends if roughly handled, and it enables the maker to advertise and identify his cigars, which partly by reason of his covers, we may assume, have become popular with the public.

"The decree is reversed with costs."

Cigar Box Production a Distinct Industry

From "Barrel and Box"

THE manufacture of cigar and tobacco boxes in the United States, says "Barrel and Box," is to some extent a distinct industry. At any rate, persons who make a business of collecting statistics of production have seen fit to include tobacco boxes in a list to themselves, thus keeping them separate from boxes of all other kinds.

This holds true notwithstanding the fact tobacco boxes are of several kinds. Sizes are numerous, purposes vary, different kinds of wood are required, and the same factory seldom makes all kinds. The cigar box is different from the box for plug tobacco; and the plug tobacco box is not like the case in which pouches or tins of smoking tobacco are packed for shipment; yet all belong in the general class of tobacco boxes. There is still another box in which leaf tobacco is packed for shipment to the factory; but such shipments are oftener made in a barrel or hogshead and in that case the container is not listed with boxes, but has its place in statistics of slack cooperage.

Shippers of tobacco in the various forms are large users of wood. The annual demand from that source exceeds 63,000,000 feet, and nineteen different woods are on the list, and five of them are foreign woods. Nearly one-half of all the wood used for tobacco boxes in the United States comes from foreign countries. The names of the woods employed and the quantity of each used yearly are given in the following table:

Box Woods Used Annually

Spanish cedar	29,482,068
Tupelo	10,421,217
Yellow poplar	7,377,669
Red gum	6,806,770
Basswood	4,281,250
Elm	1,809,000
Cypress	1,559,027
Oak	403,200
Cedar	246,750
Sycamore	210,000
White pine	199,425
Mahogany	161,200
Magnolia	75,000
Redwood	61,000
African cedar	35,500
Maple	23,450
Cottonwood	6,750
Circassian walnut	250
Rosewood	100
Total	63,159,626

As may be learned from the foregoing table, Spanish cedar leads all other woods. The name is misleading in two ways. Though it is called Spanish cedar, it neither comes from Spain nor is it a cedar. It grows on the West India islands, and in Mexico, Central America, and the northern part of South America. The cedars are softwoods, with needle leaves or scale leaves; but this is a hardwood with leaves bearing some resemblance to those of black walnut. It is closely related to mahogany; but usually this so-called cedar wood can be distinguished from mahogany by the fact that the former is quite porous and mahogany is not. Spanish cedar has a continuous line of pores in each ring of annual growth. The cedar is soft, the mahogany hard. The polished surface of the cedar has a glistening resembling the dust of soapstone, but mahogany has not. Otherwise, the two woods bear considerable resemblance.

Spanish Cedar

The Spanish cedar of which cigar boxes is made usually comes to this country in the form of logs and these logs vary in size. Those from Cuba and some other of the West India islands are small, not averaging much more than a foot in diameter, or about the size of large telegraph poles. Logs of that kind supply most of the large cigar box factories in Florida. The box makers in that State use thin cedar lumber for boxes and do not employ much thin veneer, such as most cigar box makers use in other regions. That accounts for the fact that more Spanish cedar is used in Florida than in any other State, though some other States make a large number of cigar boxes. The Florida maker, by using solid instead of veneered stock, puts more cedar in a box.

The Spanish cedar that comes from Mexico and other ports of the American mainland, is usually larger than that from the islands. Whether that is because the large trees were cut in former times on the islands and only second growth is coming now, is not very clear. Some say that is the reason why logs of island cedar are smaller than those from the mainland. There appears to be no special difference in the quality of the wood between island and continent growth, in large trunks than in small.

When Spanish cedar veneer is employed by cigar box makers, it is usually very thin, and it is pasted, like sheets of paper, upon other woods. By employing it in that way, a small quantity of cedar suffices for a large number of boxes. Those who buy cedar in the log get it much more cheaply than those who buy it ready cut in thin veneer. For example, in the State of New York the box factories generally buy veneers. When these are calculated on the basis of board measure, the average price paid is $113.08 a thousand feet; while in Florida, where purchases are based on log measure, the cost of Spanish cedar is only $24.02 a thousand feet.

Two other cedars, or so-called cedars, are in use by makers of cigar boxes in this country. One is the common red cedar, the kind of which pencils and clothes chests are made. A wood called African cedar is listed with cigar box materials, and 30,000 feet are used annually in this country. There are several species in Africa which pass under the name of cedar, and it is often doubtful what one is meant when the simple name African cedar is used; but perhaps it often refers to a South African tree known as Mlange cedar (Waddringtonia whytei) which attains a height of 150 feet, and supplies a fragrant, close-grained, beautiful wood, easy to work.

Other Useful Woods

Though cedars are the leading cigar box woods, there are others. Tupelo, yellow and bay poplar, basswood, and red gum stand high. Sometimes the whole box is made of one or another of these woods, and sometimes they are used simply as backing or core over which to glue thin sheets of cedar veneer. When no veneer is employed, it is customary to cover the wood with lithograph paper, for the sake of appearance. Considerable elm is used by cigar box makers. This wood is sometimes known as Michigan cedar. It may be finished to look like cedar, although in texture and in natural grain it is quite different in appearance.

Small quantities of high grade woods are included in the list of tobacco box materials. Among these are mahogany, Circassian walnut and rosewood. Pacific coast redwood is making its appearance in this industry.

Plug Tobacco Boxes

It is not practicable to separate plug tobacco boxes from cigar boxes, in existing statistics. Separate figures are not kept. It is known, however, that many boxes for tobacco in forms other than cigars are required by the trade, and the woods needed for such boxes are known. It might be supposed that an article as rank in odor as tobacco would not be easily damaged by any additional odor it might absorb from the box in which it is packed for shipment; but practice proves otherwise. Material for plug tobacco boxes must be selected with care, for the very reason that any odor omitted by the wood, or any stain present, will be absorbed by the tobacco and it is liable to be damaged thereby.

Some woods have long been in favor for tobacco boxes, because found to be satisfactory. Sycamore was once in greater demand than any other for that purpose. It still meets considerable demand, but it is not asked for as often as formerly, because some other woods have been found as satisfactory. The common opinion that sycamore can no longer be had is erroneous. The supply is ample. Saw mills in the United States cut two hundred times as much sycamore as tobacco box makers use, and the cut might be considerably increased without immediate danger of exhausting the supply.

Oak, cypress. elm, basswood, red gum, yellow poplar and tupelo are each and all in much greater demand for tobacco boxes than sycamore. Gum seems to be gaining rapidly, while apparently yellow poplar is losing ground because of its high cost. It is not possible, however, to quote authentic figures to show how rapidly certain woods are gaining and others are losing, because statistics are available for recent years only.

Pails or small tubs made of spruce and other soft woods are coming into use as containers for some kinds of plug tobacco; but figures showing quantity belong in reports of slack cooperage rather than to the box industry.

Manufacturing By Regions

The table which follows gives the total quantity of wood consumed annually by tobacco box makers in the leading States where the industry is carried on.

Tobacco and Cigar Boxes By States

State—	Board feet.
Florida	11,736,225
New York	10,115,550
Pennsylvania	9,930,755
Missouri	5,756,000
Wisconsin	5,204,000
Ohio	4,733,186
North Carolina	3,200,000
Maryland	2,374,000
Illinois	2,325,350
Michigan	1,480,750
Kentucky	1,312,500
Indiana	515,000
Virginia	454,550
New Jersey	342,000
Iowa	320,250
California	213,500
Connecticut	209,500
Rhode Island	124,500
All others	2,806,600
Total	73,154,226

The States which grow most tobacco do not necessarily pack most in boxes for shipment. Otherwise, Florida, Kentucky, New York and Pennsylvania would not lead in making tobacco boxes.

The making of tobacco boxes, including those for cigars, is fairly well distributed over the United States, in proportion to population; yet some regions are much ahead of others. The box follows the manufacturing of the tobacco pretty closely. A shop or factory for making cigar boxes need not be an extensive establishment. It may be carried on by one or two men or by a hundred, and with little machinery or with much. The market for the finished box is often near at hand. The cigar may be the output of a small shop or of a large factory, and may be situated in a small village or a large city. These conditions make it possible for cigar box making to be carried on nearly anywhere that sufficient population is found.

Probably in no other wood-using industry does the average cost of the wood vary so greatly as in the manufacture of tobacco boxes. Figures for the following named States will show this. The States lies in the North, South and in the Middle West, and represent the country fairly well. The average cost quoted represents all the woods reported by the tobacco box makers in the several States.

Average Cost of Box Woods

State—	Average cost at mill per M. ft.
New York	$104.04
Illinois	88.94
Indiana	69.50
New Jersey	63.92
Iowa	62.80
Ohio	42.47
Wisconsin	35.51
Maryland	29.87
Michigan	23.03
Florida	21.93
Missouri	18.35
Alabama	9.44

The foregoing list of prices paid for raw materials at mill and factories which make tobacco boxes probably represents the highest and the lowest. The Alabama cost price is so low that an explanation seems in order. Practically the only wood used was tupelo, which was brought to the mill from near-by lands.

The New York price, which is the highest, is based largely on purchases of the lumber and veneer, with the cost calculated on board measure basis.

Increased Tobacco Crops in Costa Rica

Since the establishment of a large tobacco factory at San Jose, the annual imports of tobacco have decreased about 50 per cent. It was found better to manufacture plug tobacco, cigars, and cigarettes in this country than to attempt to import them and pay the almost prohibitive duty on their products (4 colones per kilo; about 85 cents United States gold per pound, plus a surtax of 5 per cent. of the duty on imports for consumption at Port Limon). Efforts have been made, therefore, to encourage the raising of tobacco in the sections of Costa Rica where the best tobacco is grown, and manufacturers now are able to obtain the largest part of the material from the local planters. Thus they do not have to pay duty and are able to undersell the imported article. There is, however, always some demand for foreign makes of cigars and cigarettes and, consequently, some importation.

[A list of the principal tobacco importers in Port Limon may be obtained from the Bureau of Foreign and Domestic Commerce or its district officers. Refer to file No. 74117.]
—"Commerce Reports."

The Sterilization of Tobacco Seed Beds

THE United States Department of Commerce has recently called the attention of tobacco growers to the benefits to be derived from the steam sterilization of tobacco seed beds as a protection for young plants against root rot and other fungous troubles. The article is printed herewith:

"Sterilizing tobacco seed beds has been found profitable in Connecticut, Pennsylvania, and Wisconsin, and there are many advantages in the practice which recommend it for use elsewhere. It is certain to destroy the weeds, and in this way saves much labor by avoiding hand weeding. According to tobacco specialists in the department, it is also the most effective remedy for root rot and other fungous troubles. This disease is receiving much more scientific attention now than in the past, and it has been learned already that the damage which it does is much greater than was formerly supposed. The sterilization of the seed bed effectively protects the tobacco plants in their earlier stages.

"The sterilization of the tobacco field itself is, of course, an impossibility in practice. If the plants, however, can be kept free from diseases in the seed bed, their power of resistance will be greatly strengthened in the field. In Connecticut it has been found that the cost of sterilizing, when the necessary apparatus for it is at hand, is less than the cost of labor involved in weeding the seed bed. This does not take into account the extra safeguard afforded by sterilization against fungous troubles.

"These can be guarded against in the field to a certain extent by crop rotation, but economic conditions do not always make rotation possible in the case of tobacco. This is especially true in New England, where shades erected for the tobacco fields make the use of the land for any other purpose impossible.

"In the South an imperfect form of sterilization has been practiced by tobacco growers for some time. It is the custom to burn over the seed bed and in this way the surface for a depth of two or three inches is sterilized. This method, however, requires much fuel, is likely to damage the soil, and is less certain in results, so that in the opinion of the Government specialists it would pay tobacco growers to invest in an effective sterilizing apparatus. In many cases the purchase of the outfit or its operation could be handled on a community or co-operative basis to advantage.

"The outfit should consist of a portable steam boiler which will maintain a pressure of not less than ninety pounds, and steam hose with the necessary connections. In addition, there should be a pan six by ten feet square and six inches deep fitted with a nipple for the hose connection. A tight wooden box of about the same measurement is equally effective.

"When the seed bed has been fertilized, spaded, raked smooth, and made ready for sowing, the sterilizing box or pan is inverted over one end of the bed and its edges pressed well into the soil. Steam is then turned on and kept at a pressure of at least ninety pounds for about thirty minutes. In computing the pressure of the steam, however, it must be remembered that the pressure of the boiler is by no means the measure of the pressure under the pan. The size of the pipe and the distance of the pan from the boiler must be taken into consideration. A convenient way of gauging the actual pressure at the seed bed is to notice whether or not the pan shows a tendency to rise. If it does, there is sufficient pressure to force the steam downward through the soil.

"Another very simple but effective method of ascertaining whether or not the sterilization has been done properly is to place an ordinary potato from four to six inches under the soil. If this is thoroughly cooked by the steam, it is safe to assume that all the other smaller seeds and germs in the soil have also been destroyed. After the portion of the seed bed covered by the pan has been sterilized, the pan is moved on and more of the soil subjected to the same treatment. It is desirable to cover the steamed soil with burlap in order to hold in the heat as long as possible.

"For some hours after treatment the seed bed is, of course, too hot for planting. It is, indeed, probable that the best results under some circumstances will be secured by not planting for a period of ten days after sterilization. On the other hand, this affords an opportunity for reinfection of the soil unless the beds are effectively covered; and, furthermore, the necessity of getting the crop started may make this delay most inadvisable. Sterilization should never be attempted when the seed bed is wet, as it requires very much more steam under such circumstances than when the land is dry. For this reason, it is sometimes necessary to put off sterilization until quite late in the season. On the whole, therefore, it is perhaps better to plant as soon as the bed has cooled off. The plants may not grow well for some days thereafter, but, once started, they will do much better than in an unsterilized bed. It should be remembered that effective steaming causes the surface soil to dry somewhat more rapidly, so that watering just after planting may be necessary.

"When apparatus for steam sterilization is not available the treatment of the bed with formalin (two quarts of 1:50 solution per square foot) is sometimes substituted when root rot or other diseases are present. This, however, is not so satisfactory since it can not be relied upon to destroy the weeds. It is essential that the formalin vapors be allowed to escape before sowing the seed."

"United" Company Presents Favorable Report

The annual statement of the United Cigar Stores Company of America for the year ended December 31, 1915, shows that after dividends there was a surplus of $322,051 remaining, this comparing with $295,174 for the previous year. The report as presented is as follows:

	1915.	1914.
Dividends and interest received less charges	$2,404,471	$2,241,784
Preferred dividend	316,890	316,890
Bal. for common stock	$2,087,581	$1,924,894
Common dividend	1,765,530	1,629,720
Surplus	$322,051	$295,174
Previous surplus	1,743,441	1,448,268
Total surplus	$2,065,492	$1,743,441

George Themelis in Charge of Sales Staff

The Themelis Brothers Company, of New York, announce that R. H. Patterson no longer represents the company at Atlanta, Ga. Further announcement is to the effect that George S. Themelis, president of the company, will in future have entire charge of the sales staff.

Dave Johnson, a leading retailer of Racine, Wis., is introducing to the trade the "Mozart" cigar in four sizes.

Heard on Broadway

Celestino Lopez, of Arguelles, Lopez & Brother, is back again in the city following his annual visit to Cuba. On his way back, Mr. Lopez stopped off at Tampa.

At a recent meeting of the Cigar Board of Trade, held at the Hotel McAlpin, the Keystone Cigar Company and Ruy Suarez & Company were elected to membership.

A. C. Moss, who represents the S. R. Moss Cigar Company in New York and the vicinity, reports that he is securing some very satisfactory orders on the "Flor de Moss" and "Say-So" brands.

V. Guerra, Diaz & Company's pearl shape of the popular "La Mega" cigar is being shown to his New York trade at the present time by Roman Dobler. Many nice things are being said about it.

May 1st is the date set by the M. Perez Company for removal to its new quarters at 168 Water Street, New York City, first floor and basement having been secured. The company is at present located at 135 Front Street.

Heywood, Strasser & Voight Lithograph Company announce that the address of their Chicago office has been changed to 179 West Washington Street, and that the Philadelphia office is now located at 322 Chestnut Street.

Samuel Baer & Brother, United States representatives for the "Ambato" Porto Rican cigar, state that the brand is making good wherever placed. The "Ambato" is a nickel piece of goods which is enjoying a rapidly growing distribution.

Fred C. Allen is now operating as the Allen Importation Company at 52 Beaver Street, New York City. Cigars and cigarettes are to be handled. Mr. Allen will be remembered by his former representation of the "Blue Peter" Cigarette Company.

Having secured the four-story and basement dwelling at 28 East Seventy-sixth Street, New York City, Park & Tilford plan to combine it with their store at the corner of Madison Avenue and Seventy-sixth Street. When alterations have been completed Park & Tilford will have a frontage of more than 100 feet.

Announcement is made to the trade that in all probability, May 1st will witness the opening of a cigar store at 1153 Broadway, Max Schwarz, who manufactures "La Primadora" cigars, having secured a lease on the place. It is stated that following the opening of the Broadway store, the other store now conducted by Mr. Schwarz will be closed.

Unprecedented Delay in Arrival of Manila Cigars

THE Manila Commercial Company, with offices at 45 Broadway, New York, reports that they have taken steps to prevent another such unprecedented delay in the arrival of Manila goods overland from San Francisco as has been recently experienced by their customers. To this end they have cabled the Manila office for additional quantities of cigars.

Goods which left Manila on the 8th of January, via Seattle, and a later shipment on February 5th, via San Francisco, have thus far failed to arrive in New York, due to the extraordinary congestion of freight.

The Manila Commercial Company is incorporated under the laws of both the Philippine Islands and New York State, with factory and offices in Manila and offices in New York City. This company controls the "La Yebana" cigar and cigarette factory at Manila, the "Yeban" plantation of 5000 acres and 210 colonists in the Ysabela Province, and numerous cigar and cigarette brands.

The expansion of the company is indicated by the following new representatives recently appointed: Joe Carlisle, of New York, now represents the firm definitely in the South; J. L. Hanly, of Kansas City, now represents the company in the Middle West; R. F. Peyton, of Chicago, now has the North Middle West territory; R. B. Cowley, of Los Angeles, covers South California, Utah, New Mexico and Arizona; I. Danziger continues as agent in North California, Washington, Oregon, Wyoming, Idaho and Montana; Frank H. Britt, of Buffalo, has New York State; Fred Kruse, of Boston, will cover New England. The following continue as heretofore: I. J. Jacobson, New Orleans; Charles H. Rheiner, Philadelphia; John P. Teets, Pittsburgh; June E. Thomas, Indianapolis, and S. W. Mannheimer, Cincinnati.

New Steamship Company to Carry Tobacco

The Garland Steamship Company, recently incorporated in Albany, N. Y., with a capitalization of $1,900,000, expects to put at least five steamships in operation in the Atlantic and Pacific oceans. The incorporators are William M. Champion, George G. Allen and Wesley W. Cheel. Mr. Allen is a director of the British-American Tobacco Company and the other two gentlemen are associated with him. It is stated that the ships will carry principally tobacco cargoes.

B. B. Freitag Joins Schinasi Brothers, Inc.

B. B. Freitag has become associated with Schinasi Brothers, Inc., and will have charge of the company's sales in its Southern territory. Mr. Freitag is one of the most efficient cigarette salesmen in the trade and has rendered excellent service in the past. Numbered among his former connections were the P. Lorillard Tobacco Company and the Butler-Butler branch of the American Tobacco Company.

Classification Committee Told of Trade Hardships

HEREWITH is presented the brief drawn by Charles Dushkind, secretary and counsel of the Tobacco Merchants Association, for presentation to the Classification Committee applying for changes in the classifications relating to the shipment of cigars and cigarettes. It is clearly shown that the tobacco industry is spending close to a million dollars a year to protect the carriers from concealed losses amounting to only $12,000. The brief is as follows:

To the Official Classification Committee, New York City:

Sirs: The Tobacco Merchants Association of the U. S. respectfully submits the following:

At the outset it may be stated that a mere survey of the traffic regulations and requirements in respect to the transportation of tobacco products as compared with the regulations and requirements governing the shipment of other commodities necessarily leads to the conclusion that the tobacco industry has been subjected to unjust and unwarranted discriminations, at least in so far as the shippers of tobacco products are required to use safeguards and protective appliances that are not required for the packing of other commodities, even of a more hazardous character. Among such articles wines, whiskeys, fruits, firearms, cutlery, boots and shoes, clothing, silks, patent medicines, coffee, sugar, may be taken as fair examples.

The strapping and the sealing and the nailing and the cording required for the packing of some of the tobacco products and the detailed specifications prescribed in connection therewith, and the heavy penalties imposed for any non-compliance thereof, are no more essential or needful for protection from pilferage of tobacco products than of any of the other commodities referred to, but no such burdensome and expensive requirements are imposed upon shippers of any of the latter commodities.

The apparent excuse for these discriminations against tobacco products, particularly cigars and cigarettes, is that cigars and cigarettes are more tempting to the pilferer than other articles and hence the requirement of extraordinary precautions to protect the carriers from claims for concealed losses. But the facts do not justify such conclusion, for concealed losses are practically negligible in the transportation of cigars and cigarettes and unknown in the transportation of smoking or chewing tobacco. The total amount claimed for concealed losses for all types of tobacco products in 1914 was only $12,000, while the aggregate amount of freight paid on the various types of tobacco products during the same year was over $8,000,000, not figuring raw material.

A Million Dollars a Year Wasted

It is conservatively estimated that the costs of the strapping, sealing, cording and other requirements are as follows:

Strapping, cording and sealing wooden boxes for cigarettes	$65,000 a year
Strapping, cording and sealing wooden boxes for cigars	195,000 " "
Strapping and sealing fibre boxes for cigarettes	30,000 " "
Strapping and sealing fibre boxes for cigars	90,000 " "

It is also conservatively estimated that the difference in the cost of packing cigars in fibre board boxes and the cost of packing same in wooden cases would be $600,000 a year, figuring at the rate of 60 cents per case of 5000 cigars, there being about 1,000,000 cases shipped every year.

Thus the tobacco industry is required to spend about a million dollars a year to protect the carriers from concealed losses amounting to $12,000 a year.

It is contended, however, on the part of the carriers that the absence of concealed losses is due to the very protective and precautionary measures that are employed and that if not for thse measures concealed losses would have probably occurred to an enormous extent.

This reasoning may seem to be logical, but an analysis of the situation will readily show that the reason for the almost total absence of concealed losses in tobacco products is due not to the employment of the extraordinary safeguards but to the fact that every package of cigars, cigarettes or tobacco is branded and trade-marked and bears the name or the factory number of the manufacturer and hence they are not readily disposable. Thieves do not care to take chances in disposing of articles that are self-identifying. They would rather steal hats, boots, shoes, clothes or similar articles that either have no identification marks or that have marks readily removable.

Tobacco Products Undesirable Subject of Theft

It is claimed that tobacco products are peculiarly tempting to pilferers because of their desire for tobacco. This is undoubtedly true in a measure, but the dishonest freight handler does not take chances of losing his job and going to prison besides, in order to obtain something for his personal use. If he steals he steals something that he can dispose of for money, and since he cannot dispose of tobacco products he does not steal any.

The truth of this proposition is best demonstrated by the absence of theft whether concealed or open in the transportation of smoking or chewing tobaccos. These articles have been shipped for several years in fibre board boxes without strapping and without metal seals and yet there has been no concealed losses. We all know from common observation that to the man working in the freight yard or handling freight on the trains a two ounce package of chewing or smoking tobacco is more preferable than a Carolina perfecto cigar, yet the concealed pilferage of smoking and chewing tobacco which are undoubtedly tempting amount to nothing, so to speak, while the concealed losses of clothing, dry goods and notions which are not tempting amounted to $266,757.38, and of boots and shoes to $95,308.48 in one year, there being no requirement for strapping, sealing or cording in either case. Hence, we must conclude that it is not the strapping, sealing, cording or other safety appliances that protect cigars and cigarettes from pilferage but the self-identifying character of the goods by reason of being branded, labeled and trade-marked that makes them undesirable subjects of theft.

On the other hand, taking groceries, we find that the total amount of concealed losses paid by carriers during 1914 was $12,226.44, which is about equal to the concealed losses paid for all tobacco products, including cigars and cigarettes that are packed under the most stringent regulations, requiring wooden boxes and strapping, sealing and cording as well. I refer to the year 1914, when no fibre board boxes were allowed, whereas, groceries have been permitted to be shipped without such requirements. Surely if tobacco products are tempting to a dishonest freight handler, groceries which are unquestionably necessaries of life must be so much the more tempting, and yet the concealed losses on groceries are as negligible as the concealed losses on tobacco products in spite of the fact that none of the safeguards and precautionary measures required in the shipping of cigars and cigarettes are required in the transportation of groceries, and so again we can see that it is not the strapping and sealing and cording that prevent secret pilferage of tobacco products, but it is the self-identifying character of the packages and the danger attending the stealing and disposition of articles, the identity of which is apparent from the packages themselves, that render these articles undesirable for stealing, for groceries, like tobacco products, are packed and done up in small package units, branded, labeled, trade-marked and bearing the names of the manufacturers or proprietors.

It follows therefore that these extraordinary requirements in the transportation of cigars and cigarettes are unnecessary for the protection from concealed losses, and if unnecessary they are unreasonable, unfair and unjust.

Moreover, the transportation of tobacco products is confined in a large measure to big manufacturers having well equipped and modern up-to-date and progressive shipping departments and employing the safest and the best and the most modern methods of shipping their goods, not because of the requirements of the carriers, but because of their policy and their desire to conduct their businesses in the safest and most progressive manner, and it is safe to assume that these concerns will continue to do so, irrespective of the rules of the transportation companies.

The small manufacturers in the tobacco industry usually confine their trade within their own locality. Their shipments are indeed rare and of inconsequential amount.

While we thus contend that all these extraordinary specifications prescribed for the shipment of cigars and cigarettes should be abrogated, we surely can see no justification for the additional requirements now attempted to be embodied by the Official Classification Committee in regard to the use of wooden boxes for cigars.

What, if anything, has there occurred in the transportation of cigars that would justify or call for the additional requirements now proposed in the amendment to the Classification as docketed by the Official Classification Committee; and what excuse is there for thus placing additional burdens upon the cigar shipper? To require the cigar man to place the cords 15 inches apart, and if they should happen to be 15½ inches apart to subject him to a penalty of 100 per cent. is not only unreasonable and unfair, but it places burdens upon the manufacturer of cigars that producers of other commodities similarly if not more hazardous are spared from.

Fibre Board Box and its Merits

Coming down now to the use of fibre board boxes in the transportation of cigars we must say at the outset that such containers are no longer an experiment. They have been tried for several years in connection with the shipments of smoking and chewing tobaccos as well as snuff. They have been tried in the State of North Carolina since 1914 in the shipment of cigarettes and they have been tried in the shipment of cigarettes in the territories covered by the Western and the Southern Classification Committees since October, 1915, and in the territory covered by the Official Classification Committee since January 1, 1916, and they have also been tried in connection with the shipment of cigars within the territory covered by the Western Classification Committee since October, 1915, and no extraordinary casualties are known to have occurred. Moreover, concealed losses from shipments in fibre board boxes are entirely unknown. Hence, there ought not to be any hesitancy in permitting the use of fibre board boxes for shipping cigars.

Demand for Fibre Board Boxes

It may be well in this connection to quote from letters that we received from some of the leading cigar manufacturers in the United States on that point, to wit:

Ruy Suarez & Co., of New York.

"I certainly approve of employing concerted efforts to have the Committee permit us to ship in these corrugated fibre cases, at the first class freight rate. Exhausted demonstrations were made, shipping segars from Florida to New England points, and thence to San Francisco and return, and then opening the contents before the Committee to convince them of the practicability of the container, and especially pointing out to them that detection of pilferage is much easier determined shipping in fiber containers than in the regular wooden cases."

Wertheimer Brothers, of Baltimore, Md.

"The Western Classification is the only one to have adopted the rule permitting cigars to be shipped in corrugated and fibre board containers, with certain restrictions. You will find the specification on page 46, classification #53 of the Western Classification.

"We believe that both the Official Classification (who are to hold the meeting on March 21st) and the Southern Classification have adopted the rule permitting cigarettes to be shipped in corrugated and fibre board containers, and therefore there certainly is no reason why the same privilege should not be extended for the shipping of cigars."

Kohlberg Bros., of El Paso, Texas.

"We understand that your association is going to take up the matter of permitting cigars to be shipped in corrugated or fibre board packing boxes. We heartily endorse this movement and trust you will be successful in carrying this thing through, as the use of the same will be of great convenience and less expense to the manufacturer than the use of wood shipping cases."

H. Fendrich, of Evansville, Ind.

"While practically our whole output goes out in 10,000 and 5000 lots, carrying a weight of 300 and 150 pounds respectively, which might require wooden cases, the corrugated or fibre board containers have appealed to us very strongly. We cannot see the valid objection by the railroads against this style of package for shipping cigars; in fact, it seems to us a most practical way, chiefly on account of the cleanliness, and in our opinion affords ample protection against theft while in transit and should obviate the necessity for strapping, cording and sealing."

Havatampa Cigar Company, of Tampa, Fla.

"We think your move a good one. We are shipping all of our cigars by express in pasteboard boxes, and it is almost as cheap as freight when you leave out the weight of a heavy board case."

Allen R. Cressman's Sons, of Philadelphia.

"Our experience has shown that these boxes will carry cigars to their destination intact, we refer to express shipments. A fibre board box may not be broken into without the fact being apparent.

"We have made about 1400 shipments in fibre board boxes in a little over a year."

Florida Cigar Making Co., of Jacksonville, Fla.

"We wish to say that we very much desire to leave off the old style of packing cigars in wooden boxes (full of splinters, strapped with jagged iron straps, always wounding the hands of people who have to handle them) and take on the corrugated packing boxes. The corrugated boxes are safer, less liable to be robbed in transit; it is sightlier and admits of advertising or printing on it.

"We trust that you will be successful in your controversy with the Transportation Company, and that we will soon be shipping in the fibre board boxes."

Rosenthal Bros., of New York.

"The Tobacco Merchants Association will be able to convince the Committee that fibre board packing cases for cigars are practical and desirable, and that these containers can be made safe without the use of elaborate strapping and sealing devices. We understand that there are several manufacturers of those containers, who have submitted types, which provide for effective and safe sealing and cording; safeguarding the contents just as effectively and perhaps more so than wooden cases."

Tunis Brothers, of New York.

"We beg to state that we are in favor of shipping cigars in corrugated boxes, as this modus of packing would facilitate shipping and would benefit manufacturers from the standpoint of economy."

R. G. Sullivan, of Manchester, N. H.

"As most of my shipments are sent by express, I would strongly endorse the proposition of shipping cigars by freight in fibre cases as it would reduce the cost of packing boxes."

Kuhles & Stock Co., of St. Paul, Minn.

"Would say that we have not had a claim for a great many months, and we believe this form of packing is preferable to the wooden box, which we formerly used.

"We made about 1565 shipments in fibre board cases containing cigars last year and did not have one claim for damaged or pilfered shipments, which is an exceptionally good record.

"At the time we used wooden cases, we always had more or less claims for pilfering."

I. Lewis Cigar Manufacturing Company, of Newark, N. J.

"We know that cigars have been shipped by freight this way in the Western Classification territory and have given better satisfaction to both shipper and consignee. We have been informed that there is less breakage of cigars and less theft, or practically no theft."

Heineman Brothers, of Baltimore, Md.

"We beg to advise that we have been using a large quantity of these corrugated boxes during the last year in our shipments to Western Classification points, and our results have been extremely satisfactory.

"We have shipped thousands of these cases within the year and only had one instance of a shortage on goods not arriving in good condition. We have been using the strong box manufactured by J. M. Raffel Company, of this city, and we surely hope that the Classification Committee will pass favorable on the use of these corrugated boxes in all territory, as our experience has proven that these corrugated boxes in every way are a big benefit to the manufacturer of cigars.

"We cannot state the exact number of corrugated boxes we have used, but the amount was in the thousands, and the very lowest estimate is two thousand.

"We are pleased to state that since we have been using these corrugated boxes we have only had one complaint on the numerous shipments we have made, which consisted of a shortage. We do not know the details of this shortage, as claim was filed on the other end."

United Cigar Manufacturers Company.

"We would like to go on record as stating that we will be glad to give you our hearty co-operation in this matter, and will appreciate if you keep us informed of the progress you are making in your fight.

"Aside from monetary savings, the adoption of these boxes will result in much easier handling in the factories, in packing as well as in storing."

I may also add that Mr. Philip Croxton, Traffic Manager of P. Lorillard Company, who appeared before your Committee not only favored the adoption of a classification permitting the use of fibre board boxes for shipping cigars, but he has informed your Committee that the Lorillard Company has made a number of experimental shipments with satisfactory results.

And so Mr. T. T. Harkrader, Assistant Traffic Manager of the American Tobacco Company, appeared before your Committee favoring the adoption of such classification.

The above statements speak for themselves. They show not only a desire on the part of the leading cigar manufacturing concerns in this country to substitute the fibre board containers for the old-fashioned wooden cases, but they also demonstrate the superiority of the fibre board boxes over the old-fashioned wooden boxes, both in point of handling and in point of safety.

The fibre board box is known to be theft-proof, moisture-proof and practically fireproof. It comes flat, takes up practically no room until you are ready to use it, can be packed and sealed in one-quarter the time it takes to handle a wooden case, is much easier to handle and there are no mashed fingers or splintered hands.

Strapping, Sealing, Etc., Unnecessary Burden

In view of the facts and circumstances thus recited we do not anticipate that your Committee will have any difficulty in arriving at the conclusion to adopt a classification permitting the use of fibre board containers for shipping cigars, but we demand, and rightfully so, that we be granted such permission without strings and without unnecessary and uncalled for restrictions.

The metal straps and the riveting of the metal straps in the particular way described in the proposed classification are entirely unnecessary and the particular manner of fastening the flaps at the ends of the boxes are likewise unnecessary. A mere paster or strip bearing the name of the consignor covering the ends of the flaps so that they might not be opened without destroying the paster, is all that is necessary for protection from concealed theft. In fact there is less danger of concealed theft from fibre board boxes than there is from wooden cases strapped, cordeil and sealed, for there is no way to open the fibre board box without mutilating it to such an extent that it will be readily visible even from a distance. Why then imposing unnecessary and uncalled for burdens upon shippers, that would cost them about $90,000 a year for the additional requirements of strapping such fibre board boxes for cigars and $120,000 a year for both cigars and cigarettes.

Carriers Should Encourage the Use of Fibre Board Boxes

It may also be stated that the carriers instead of preventing the use of fibre board boxes either by absolute prohibition or by surrounding their use with difficult or expensive requirements, the carriers should encourage the use of such boxes, for while it may mean an enormous saving of expense to the shippers the use of such containers will ultimately bring about increased income to the carriers, for instead of shipping cigars in 5000 cases or cigarettes in 25,000 cases, it will in due time become the custom of shipping these articles in smaller quantities and hence a multiplicity of packages and a comparative increase in freight.

We make no unreasonable demands. We do not seek to obtain any special privileges. We simply protest against the imposition of unnecessary burdens upon the tobacco industry and we ask for a square deal for the industry that we represent. All of which is respectfully submitted.

TOBACCO MERCHANTS ASSOCIATION
OF THE U. S.,
By Charles Dushkind,
Secretary and Counsel.

MEADS TOBACCO COMPANY EXPANDS

New Partner Admitted to Company Which has Incorporated—New Building Acquired—Many Orders on Hand

ITS business having grown to such vast proportions that the admission of an additional partner was deemed to be for the best interests of the company, the Meads Tobacco Company, Red Lion, Pa., consisting of C. O. Meads and Samuel Roseman, accomplished its object by admitting to membership during the past month, Samuel J. Pomraning and incorporating with a capital stock of $25,000. The new concern is to be known as the Meads, Roseman & Pomraning Tobacco Company, and takes over the old Meads Tobacco Company, in addition to the tobacco business of D. Frank Kaltreider and his building which is secured at a cost of $8000. Seven carloads of tobacco were also acquired by the transaction.

The building bought from Mr. Kaltreider is a three-story, brick construction, 100 feet long and 50 feet wide. The machinery and office fixtures which it contained were obtained at a cost of $700. The tobacco acquired was composed of four carloads of Ohio leaf; two carloads of Lancaster County leaf and one carload of Wisconsin binders. Scrap is to be manufactured out of this tobacco. The old company did an exporting business only; the new organization will export and supply local manufacturers with scrap as well.

Orders are now on hand for two million pounds of tobacco to be shipped to Europe. One million of this must be shipped prior to June 1st. This will necessitate working day and night to fill the order. Ten carloads are already for shipment, but this it will not be possible to ship before April 1st owing to the congested condition of traffic on the railroads.

The new building will be utilized as warehouse and stripping factory. Fifteen men are to be employed in the warehouse, and on the third floor which is to be given over to a stripping factory, 200 hands are to be employed. Since January 1st last the company has purchased 322,000 pounds of New York State tobacco, which amount they sold recently for $30,078.

Of material assistance to the company will be the dryer, 65 feet long, which has just been installed, and which is used to get the tobacco in condition for exporting.

Kuhles & Stock to Repair Damaged Factory

At an estimated cost of $9000 Kuhles & Stock Company, cigar manufacturers, St. Paul, Minn., have secured permission to repair and alter their building at 355 Jackson Street, visited by fire during the past month. When the work is finished the company will have a four-story brick structure. Announcement is also made by J. N. Stor, president of the company, that a site on University Avenue, near Snelling, has been secured on which it is planned to erect a plant at a cost of $100,000. The plant to be put in condition at once, is to serve until the later structure is completed.

Al. Stern Succumbs to Pneumonia

Following a short illness, due to pneumonia, Al. Stern died during the past fortnight. Mr. Stern was the proprietor of the popular cigar stand located at 135 Broadway, and previous to that was identified as an employee of the United Cigar Stores Company for a period of fourteen years. He was an excellent salesman and was a man well liked in the trade. He is survived by a widow, his only child having passed away some time ago. It is probable that the business will be continued by Mrs. Stern.

A. T. Company Premium Station in New Haven

So successful has been the premium station opened by the American Tobacco Company in New Haven, Conn., last fall, that the amount of merchandise given to customers at the present time averages three times that which was given in exchange for the coupons in December last. The station is located at No. 5 Congress Avenue, and is the company's twentieth premium station in the East. The New Haven stand was open only a short while, when the patronage began to express by increasing numbers, its appreciation of being allowed to come to a local store rather than be compelled to transact its business by mail in another city. The premiums offered are many and various, and range anywhere from a collar button to a 100-piece dinner set or from a linen handkerchief to electrical cooking devices. Coupons from the following list are redeemable at the local station:

"Egyptienne Straights", "Cairo", "Hassan", "Lord Salisbury", "Mecca", "Omar", "Sovereign", "Sweet Caporal", and "Tokio".

Condition of the Cuban Tobacco Crop

An American tobacco planter of this vicinity who has just returned from an extended trip through the tobacco zone of the Province of Santa Clara reports exceedingly dry weather since November in the Manicaragua district, where the current crop is estimated at 30 per cent. that of normal years. A 50 per cent. yield is expected in the district that embraces Boca del Toro, Gener, Minas Ricas, Minas Bajas, Bagad, Tomento, etc., which has had no rain since October; and in the Cabaijuan and Sancti Spiritus district, the largest tobacco-growing center in Cuba, only half a crop is looked for. The body of the tobacco will be heavy, requiring a longer time in which to cure.—"Commerce Reports."

Barth Cigar Company Increases Capital

Preparatory to leaving for the East recently on a tobacco-purchasing trip, Charles Barth, cigar manufacturer, Spokane, Wash., announced an increase in the capitalization of the Barth Cigar Company, Incorporated, bringing the capitalization of the concern up to $60,000. This is interesting news when it is considered that the State of Washington stands for Prohibition. Mr. Barth also announced that during the summer his factory on Washington Street would be enlarged to a material extent, and that there would be an increase in his working staff from five to twenty employees. In view of the above, it does not seem as if the elimination of a particular market is going to interfere with the activities of the Barth Company. It plans to manufacture fifteen brands.

George W. Webb

At his home in New Richmond, Ohio, during the past month, George W. Webb died following a long illness. Mr. Webb is said to have been the first man in the Burley tobacco district to have raised white burley tobacco. It was in 1861, while inspecting his crop, that Mr. Webb perceived two white stocks growing out of his crop. Saving the seeds he planted them the year following. The tobacco proving satisfactory, Mr. Webb continued to devote his time to the raising of that particular type. Mr. Webb was 89 years of age.

A. Davey and J. A. Davey, 321 West 105th Street, New York City, are named as the incorporators of Andrew Davey, Inc., New York, N. Y., recently incorporated with a capital of $500,000 to deal in cigars and liquors, wholesale and retail.

San Francisco

Spring Sales Running Far Ahead of Last Year—M. A. Gunst & Company Expanding on Pacific Coast—"Philip Morris" Man Arrives in San Francisco

San Francisco, March 20, 1916.

THE San Francisco wholesale cigar trade for the early spring is running far ahead of last year, notwithstanding the fact that a year ago the Exposition crowds were beginning to make themselves felt in cigardom. While city retailers are doing a fair share of buying, it is from the country sections that the unusual number of orders is coming in. No particular section of the territory seems to be especially favored, the improvement in country business being general all along the Coast.

City dealers report a continued preference for lower priced cigars, the number of five-cent cigars sold gradually increasing in proportion to the numbers of ten-cent and "bit" cigars.

A new anti-lottery campaign has been proclaimed by the San Francisco police, but as the previous moves of the sort have about convinced the cigar dealers that the sale of lottery tickets is too precarious a means of securing a livelihood, the last move is having little effect on the dealers.

Arthur Meyer, Pacific Coast representative of Bustillo Brothers & Diaz, who has recently covered most of his territory, is now working the San Francisco region in conjunction with Michalitschke Brothers & Company, the local distributors.

The opening of the busy season has been signalized by M. A. Gunst & Company by a number of changes, all in keeping with the spreading out and enlarging of the company's business throughout the West. Added to the taking over of the big business of the Metropolitan Cigar Company at Denver, Col., has come the opening of a number of fine stores in the Pacific Coast territory, including stores at Los Angeles, Pasadena and Seattle. In keeping with this expanding business the wholesale quarters of the company in San Francisco have been improved and fitted to take care of the needs of the company without inconvenience. Several valuable and instructive displays for the benefit of visiting retailers have been added to the big store at the corner of California and Front Streets.

News has been received here that the cigar business of R. Morelock & Company, at Elgin, Ore., has been destroyed by fire.

The Robert Fleming cigar business at 54 Ellis Street has been sold to E. T. Steveson.

Milton Heinemann, of Heinemann Brothers, of Baltimore, whose coming was foretold some weeks ago, arrived in San Francisco promptly on time. He brought with him samples and advertising matter for the "Half Century" brand, which was eagerly snapped up by Tillmann & Bendel, the distributors of Heinemann Brothers' "Lalla Rookh" and "24 Karet" lines. While in San Francisco Mr. Heinemann conferred with the chiefs of the cigar department of Tillmann & Bendel and devised plans for sales promotion during the coming season, which is expected to break all recent records.

The Frank & Hoffman Company, cigar dealers of this city, have applied for a dissolution of the corporation.

J. A. Burrows has bought out the cigar business of J. T. Ross at Los Angeles, Cal.

Arthur Herbert, manager of the Philip Morris Company, is now on his initial trip to the Pacific Coast. He arrived in San Francisco last week and will remain on the Coast for several months according to present arrangements. He is pleased with the big business that is being done here on the "Philip Morris" cigarettes, and will try to increase it further.

R. M. Ellis, vice-president of the Tobacco Products Company, has been in San Francisco for the past week visiting the trade and looking over the Coast situation with a view to increasing the company's sales during the present year.

Edward Wolf, Pacific Coast representative for the Don Antonia line of H. Anton Bock & Company, reports that the season is opening up well and that orders are coming in nicely.

Kurt Hosaeus, manager of the San Francisco office of the La Prueba Cigar Factory, returned a few days ago from a two weeks' stay at New York.

Arnold Pollak, manufacturers' representative, with headquarters in San Francisco, is back in San Francisco this week after a trip to Los Angeles. Mr. Pollak has now completed the round-up of his big territory, and is ready to spend a little time with his San Francisco friends. He reports a number of changes in the distribution of the "In B-Tween" line of cigars. In the north the territory is pretty well divided between the National Grocery Company, of Seattle, Wash., and Lang & Company, of Portland, Ore., while the Los Angeles territory has just been placed in the hands of Gans Brothers, of that city.

The resignation of Thomas J. Brooks from the management of Horn & Company, prominent cigar and tobacco wholesalers, came as a surprise to the trade a few days ago. Mr. Brooks has been with Horn & Company for the past sixteen years. Mr. Brooks is the owner of a fine ranch in the San Joaquin Valley, and it is given out that he will reside on his ranch. The rumor is afloat, however, that he may before long be back in the wholesale trade in this city again.

William Haferkorn, a prominent cigar man of Everett, Wash., died at his home in that city last week.

Gallagher, Breeden & Gallagher have succeeded to the Breeden & Mosley Cigar Company, at Porterville, Cal.

Allen.

"United" to Open Two Stores in Topeka

It being the intention of the United Cigar Stores Company to open two stores in Topeka, Kan., shortly, it is reported that one may be located below Sixth Avenue and that the location of the second will be probably between Eighth Avenue and Ninth Street on Kansas Avenue. C. A. Musgrove, 1615 West Sixth Street, Topeka, has been appointed to the managership of one of the stores and has been commissioned to select a man to act as manager of the other.

Pittsburgh Jobbing Firm Coming to Front

Westerman, Amdur & Enelow Company, well-known jobbers of Pittsburgh, have recently secured the distribution for that territory on the famous "Havana Ribbon" brand, manufactured by Bayuk Brothers, of Philadelphia. Although only recently formed, this Pittsburgh house has shown that it must be reckoned as one of the factors in the jobbing business in that section.

Additional Wires Necessary for Pasbach-Voice Orders

The Pasbach-Voice Lithographing Company, located at Twenty-fifth Street and Eleventh Avenue, New York, has been so deluged with orders by telephone that it has been necessary for them to install additional lines; as a result their new telephone numbers will be Chelsea 6420, 6421, 6422 and 6423.

Connecticut Valley Growers Adding Acreage

Within the past two years the increasing acreage of tobacco grown under shade in the Connecticut Valley has shown remarkable progress and it is estimated that for the coming season more than 1000 additional acres will be set out. This means more than 4000 acres, which is about double the amount planted two years ago. When it is considered that there is an initial investment of more than $500 an acre before any tobacco is packed or sold, the determination to still further increase the acreage this year is proof of the confidence of the growers in this product.

Appended herewith is a list of the tentative acreage of some of the larger growers in the Connecticut Valley as compiled by the Hartford "Post." To this total may also be added the acreage of a number of smaller growers which would no doubt increase the figures by several hundred acres.

	Acres
American Sumatra Tobacco Company, Hartford	700
Connecticut Tobacco Corporation, Silver Lane and Granby	600
A. & S. Hartman, Hartford	300
Kaiser & Boasberg Company, East Windsor Hill	275
L. B. Haas & Company, Hartford	250
Griffin-Neuberger Company, Griffins	250
Hatheway & Steane, Hartford	250
Cuba Conn. Tobacco Corporation, Feeding Hills, Mass.	240
Windsor Tobacco Corporation, Windsor	175
Olds & Whipple, Hartford	150
Steane-Hartman Co., Windsor	125
F. Bach & Son, Hatfield, Mass.	100
Leslie L. Swift, Sunderland, Mass.	100
New England Tobacco Corporation, Windsor	80
N. T. Pattison, Simsbury	80
Edmund H. Smith, Feeding Hills, Mass.	75
Clark Brothers, Windsor	65
Ketchins Tobacco Corporation, Tariffville	50
William S. Pinney, Suffield	50
Ariel Mitchelson, Tariffville	50
Alfred E. Olds, Windsor	50
Peter R. Regan, Simsbury	50
John B. Stewart, Windsor	40
Cyrus Hubbard Estate, Sunderland, Mass.	30
Total	4095

J. S. Hill Company Incorporates

J. Stacy Hill, Webb Hill, W. E. Hawk, G. W. Drach and E. B. Overbrook are named as the incorporators of the J. S. Hill Company, recently incorporated at Columbus, Ohio. This is the concern at Cincinnati, Ohio, operated for a number of years by J. Stacy Hill under the title of J. S. Hill & Company. Under the new arrangement Mr. Hill regains control of the business. He owns practically all of the stock, thus making for a close corporation with a nominal capitalization of $25,000. J. S. Hill, Webb Hill, C. L. Hill, G. W. Drach and Dudley Webb are named as the stockholders.

Egloff Tobacco Company to Locate in St. Paul

Having made arrangements to take over the business of the Eberhard Leaf Tobacco Company, St. Paul, Minn., the Egloff Tobacco Company, 122 West Water Street, Milwaukee, Wis., will shortly close its business in the latter city and remove to St. Paul. Its reason for so doing is that many of its accounts are located in the Northwest. It will occupy the quarters of the Eberhard Company, 132 East Third Street, and expects to be doing business in its new location about May 1st.

Virginia Tobacco for Hungary.

Of the several kinds of tobacco used in the Fiume manufactory, the second largest plant under the Government tobacco monopoly of Hungary, only the raw material received from Richmond, Va., is used in the making of the stogie called "Virginia."

The "Virginia" is the stogie with a piece of straw as the mouth-piece. In appearance it is like the product known as the Italian stogie in the United States and is made up entirely while wet. It is very strong. The material from Virginia is first soaked in water, and the nicotine thus extracted is distilled, condensed to 42 degrees, put into barrels, and sold to be used chiefly as an insecticide. The wet tobacco is made into the stogie. Some girls are employed to put the broom-corn straw, which extends through the stogie to give it a draft, into the piece of rye straw which acts as the mouth tube. This straw tube is about 2 inches long. Some women are engaged in separating the tobacco leaves, others in removing the corn-husk string which holds the bunch of leaves together by one stem, and men in cutting off the stem. Other women strip the leaves. The leaf veins are taken out by others. These, together with the butt of the plant, are sent elsewhere to be manufactured into snuff.

Besides the tobacco from Virginia used in the manufacture of products at the Fiume plant, there is tobacco from Bosnia, Herzegovina, Turkey, and the home product of Hungary. The Government monopoly controls the growing, manufacture, and sale of these goods. Cigarettes, cigars, and smoking tobacco are produced at the Fiume plant, which employs approximately 1800 persons, of whom 250 are men. There are six large buildings in the central part of the city, including a large office and residential building. Practically all of the production is by piecework, the average daily earnings of the women employed being between 70 and 80 cents. As a result of this policy much work is done by hand, although machines are used for manufacturing the cigarette envelope, cutting the tobacco, and to some extent for filling the envelopes.

The dexterity of many of the workers shows long training. One woman, filling cigarettes by hand, has been employed at the plant for 41 years. Some women are engaged in making the boxes; others in filling them. In filling, one woman weighs the tobacco and puts it into the box with a funnel-shaped holder; another presses it in and closes and seals the box. In a certain grade one woman weighs the tobacco, and the second, taking a square piece of paper, packs it and seals it. In this grade the packages are bunched and fastened in a simplified press in lots of 100 packets. The tobacco is cut on machines after the order of the ensilage cutters.

The cigarette envelope making machines, chiefly of Russian manufacture, are very complicated, making up the envelope and tip from separate ribbons of paper and turning out the finished articles with amazing rapidity. Some machines make 92,000 per day of 10 hours, with a speed possibly of 160,000.

On account of the lack of raw material the price of the cigarette tobacco has recently been raised from 20 to 40 per cent. and a new rise in prices has been predicted. Very little tobacco is found in the warehouses. In spite of the war the production has greatly increased. The purchase of raw material and machinery and the distribution of the manufactured product are directed by the central office at Budapest.—"Commerce Reports."

The cigar stand of the Imperial Hotel, Portland, Ore., reports a good demand for Yocum Brothers' "Y-B" cigar. The brand is carried in five shapes: "Napoleons," "Club House," "Knickerbockers," "Needles" and "Invincibles."

Special Agents Report on Cuban Tobacco

Tampa, Fla.

FOLLOWING a trip to Havana, covering a period of eight days, Special Agents N. C. Brooks and Edward Kohn, of New York, and Judge Burton Parker, in charge of the local district, arrived in Tampa recently for the purpose of imparting information relative to the ideas of the Congressional Committee upon what should and what should not be classed as wrapper and filler. This plan of action was the result of the recent convention at New York held by all special agents and inspectors with Secretary McAdoo, to consider the policy of the Treasury Department, which urges a uniformity of classification upon the importation of tobaccos. Speaking of the matter, Mr. Brooks, who was chosen chairman of his especial committee, said:

"It is the idea of our Department in carrying out this programme, to get the ports of Key West, Tampa, New York and San Francisco and all other importing centers, on a uniform basis, and through so doing give no one port any advantage over the other. We find our mission entirely successful, and have enjoyed the hospitality received in these warm Southern climes immensely."

Referring to the coming crop of tobacco, Special Agent Kohn said that the crop in the Province of Havana will probably be an excellent one, but on the whole the entire Cuban crop will fall somewhat short of the normal. In the Province of Pinar del Rio there will be an excellent quality of tobacco produced, but it will fall somewhat short on account of the lack of rain.

Discussing the effect of the war on the tobacco crop, it was stated that it will undoubtedly succeed in placing the Cuban plantation owners in an embarrassing situation. Formerly, about one-half of the pure Havana or Cuban tobacco was monopolized by the English aristocracy. England's embargo on cigars will eliminate this, and already has been the reason for the retention of some of the 1915 crop. The first of the new crop has already been cut.

The Chain Letter

W. E. Barns, the brilliant editor of the St. Louis Lumberman, St. Louis, Mo., has, like many other men, been annoyed by the chain letter pest and a recent one telling of a poor, lame man who was in need of assistance, stirred up the St. Louis newspaper man and here is what he writes:

"About three months ago the writer of this article received a chain letter No. 39 from a prominent official of a railroad with headquarters in Chicago, telling about a poor lame man who needed the money and asking him to send ten cents to the aforesaid unfortunate, at the same time to write five of his friends and ask them to send ten cents and then write five letters to their friends. He was pretty busy at the time and did not figure just what this innocent chain letter business was likely to bring down upon his head later on. In a short time letters began to come in stating that he had 'started' this chain letter business and wanting to know whether he had figured out what the unfortunate railroad man would receive if the chain letter was continued to No. 50. After wasting several dollars of postage assuring his personal friends that he had not started this chain letter business at all, but had simply complied with the request sent to him, he concluded that it was useless to write anything more about it. As stated in the beginning, the chain letter received by the writer was No. 39, so that there must have been thirty-eight people mixed up in this affair for a long time before it was sent to him. Only a few days ago a friend in Houston, Texas, who is evidently of a mathematical turn of mind wrote as follows: 'I notice that the railroad man gets ten cents and Uncle Sam gets twelve cents per each operation.' He was also curious to know the amount of money that the poor unfortunate railroad man received provided the chain letter was carried up to No. 50. The answer to this query is that the amount would be a total of $111,022,302,462,515,654,042,363,166,809,082,030. In order to prove the figures the following table has been prepared:

1.	5
2.	25
3.	125
4.	625
5.	**3,125**
6.	15,625
7.	78,125
8.	390,625
9.	1,953,125
10.	9,765,625
11.	48,828,125
12.	244,140,625
13.	1,220,703,125
14.	6,103,515,625
15.	30,517,578,125
16.	152,587,890,625
17.	762,939,453,125
18.	3,814,697,265,625
19.	19,073,486,328,125
20.	95,367,431,640,625
21.	476,837,158,203,125
22.	2,384,185,791,015,625
23.	11,920,928,955,078,125
24.	59,604,644,775,390,625
25.	298,023,223,876,953,125
26.	1,490,116,119,384,765,625
27.	7,450,580,596,923,828,125
28.	37,252,902,984,619,140,625
29.	186,264,514,923,095,703,125
30.	931,322,574,615,478,515,625
31.	4,656,612,873,077,392,578,125
32.	23,283,064,365,386,962,890,625
33.	116,415,321,826,934,814,453,125
34.	582,076,609,134,674,072,265,625
35.	2,910,383,045,673,370,361,328,125
36.	14,551,915,228,366,851,806,640,625
37.	72,759,576,141,834,259,033,203,125
38.	363,797,880,709,171,295,166,015,625
39.	1,819,989,403,545,856,475,830,078,125
40.	9,094,947,017,729,282,379,150,390,625
41.	45,474,735,088,646,411,895,751,953,125
42.	227,373,675,443,232,059,479,759,765,625
43.	1,136,868,377,216,160,297,393,798,828,125
44.	5,684,341,886,080,801,486,968,994,140,625
45.	28,421,709,430,404,007,434,844,970,703,125
46.	142,108,547,152,020,037,174,224,853,515,625
47.	715,542,735,760,100,185,871,724,267,578,125
48.	3,552,713,678,800,500,929,355,621,337,890,625
49.	17,763,568,394,002,504,646,778,106,689,453,125
50.	88,817,841,970,012,523,233,890,533,447,265,625
	111,022,302,462,515,654,042,363,166,809,082,030

About the first thing that is done with the school boy when he starts in to study Latin is to read Aesop's Fables, and at the end of each of these there is a saying: "This fable teaches,' etc. This particular incident ought to teach everybody that it is a mighty good thing to keep out of the chain letter business.

Imperial Co. Gives Additional Sum to Enlisted Employes

The following extract from the speech of the chairman of the annual meeting of the Imperial Tobacco Company, Ltd., of Great Britain and Ireland, will no doubt be read with interest:

"At the annual general meeting of the company, held at Bristol, England, on the 22d of February, 1916, our chairman, Mr. George A. Wills, announced that the directors had decided once more to make a special gift to all who completed not less than twelve months' service on October 31, 1915. This year they felt justified in fixing this gift at 10 per cent. on the same basis as previous distributions.

"In the course of the chairman's speech, he stated that the total number of the company's employes now serving with the British Army is 2343; of these he deeply regretted to report that fifty-five had been killed in action or died in active service, and in addition a large number had been wounded.

"In addition to these numbers there are another 2568 who have offered themselves for enrollment, and doubtless in due course will be called upon for service.

"You will also be gratified to hear that the company has spent in subscriptions connected with the war over $364,000 in the last twelve months, and they are still looking after a colony of Belgian refugees at our Bristol Recreation Grounds.

"This news will doubtless be received by the company's American employes with a mixture of deep sorrow at the loss to the company of so many valuable lives, and pride to think that they are associated with a corporation that has done so well by its country."

United Plans Extensive Alterations

At a cost of about $12,000 the Worcester, Mass., branch of the United Cigar Stores Company is to be rebuilt. William G. Mahany, who came recently from Syracuse, N. Y., is in charge of the branch and will remain in charge until the rebuilding of the store has been completed. Plans as at present outlined call for an increase in the length of the store of four feet; a new front is to be put in; there are to be two entrances and a double show window on Main Street; two smaller show windows will be on Pleasant Street; a fountain the entire length of the store is to be installed; the cellar is to be so planned that it will be possible to furnish the fountain with necessities manufactured on the premises; a new tobacco humidor is to be installed; the candy department will be in the rear of the store, with the premium section adjoining the cigar side, while the interior of the store is to be finished in mahogany.

Pictorial News Company Out of Edna Rawlins Case

In the recent suit brought by Edna Rawlins against the Liggett & Myers Tobacco Company and the Pictorial News Company, in an effort to collect from each of the latter companies $25,000, inasmuch as the allegation was to the effect that her photograph was used for advertising purposes, without her permission, Circuit Judge Wolff during the past month sustained a motion of attorneys for the Pictorial News Company that the suit as to the latter concern be dismissed. The action against the Liggett & Myers Company, however, is to be maintained.

New Factory Opened By Former Employes

Following a number of years' connection with the Kuhles & Stock Company, St. Paul, Minn., in charge of the manufacturing end, Jules List has left that concern and will in the future engage in manufacturing for himself. Associated with Mr. List will be John Bahmeman and Hal Everett. Both gentlemen were also formerly identified with the Kuhles & Stock Company.

Trade Jottings

I. Gamarnick & Sons, Boston, Mass., opened in that city recently a cigar store to be known to the trade as the G. & S. Tobacco Company.

"Paramount," a new size of the "Lucius" cigar, retailing at two for a quarter, is being distributed by the Ryan & Raphael Cigar Company, Chicago, Ill.

Increased demand for "Principe de Lees" is being noted. This cigar is a seed and Havana brand manufactured by Lee Livingston, Denver, Col. It has been on the market for a number of years.

M. A. Gunst & Company have appointed James Schooley, a former salesman in the cigar department of Brewster, Gordon & Company, Rochester, N. Y., to cover Monroe County, N. Y., exclusively.

"C. H. S." cigars, manufactured by Val. M. Antuono, Tampa, Fla., are now being distributed by Straus Brothers & Company, Cincinnati, Ohio. Straus Brothers only recently started featuring the brand.

The Peter Hauptmann Tobacco Company, St. Louis Mo., recently had two weeks' assistance from Meyer Schwed, of E. Regensburg & Sons, in some special work on the Regensburg "Admiration" cigar.

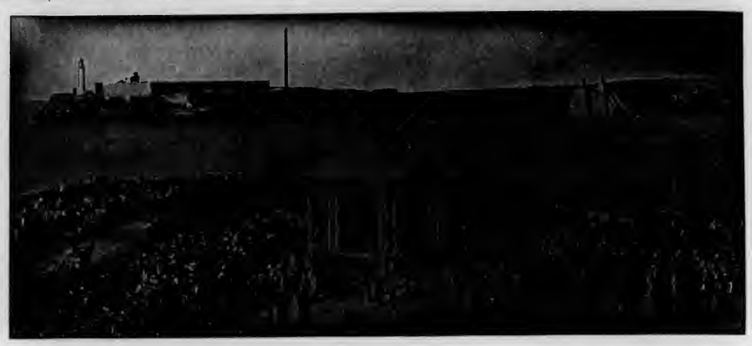
C. J. Aldridge, F. Skelly and C. H. Cagwin are named as the incorporators of the C. J. Aldridge Company, Rome, N. Y., recently incorporated with a capital stock of $35,000. The company will deal in tobacco and food products.

"Tobacco Spot" is the name of a new cigar now being put on the market by the Holdredge Cigar Factory, Omaha, Neb., Charles Kingsbury, owner. The brand retails at five cents and is made in three sizes. It is said to be meeting with a nice reception from the trade.

Under the direction of A. Rothschild, with a crew of salesmen, the P. Lorillard Tobacco Company recently introduced to the smoking public of Seattle, Wash., their "Tiger" cigarettes. This is a brand retailing at twenty for ten cents. They are reported to have been given a very favorable reception.

Paul Kearney, representing the P. Lorillard Tobacco Company on little cigars, is working in the interests of "Between the Acts," "Bengals," etc., throughout New York State. Mr. Kearney was formerly associated with his father in the Kearney-Lehmann Company, cigar jobbers, West Seneca Street, New York.

Mahogany fixtures and up-to-date floor cases add much to the attractiveness of the cigar store which Phil H. Barrant has opened on Essex Street, Salem, Mass. "Cuesta-Rey," "La Integridad," "Robert Burns" and "Overland" are among his ten-cent brands, with "San Felice" and "Bank Note" numbered among his five-cent brands.



The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, March 24, 1916.

OUR leaf market during the past fortnight, up to the 15th inst., has been rather dull, as there were only few American buyers in town, and some of them had only come to find out the truth about the coming crop. Others came to purchase small quantities of leaf to tide over their most pressing needs at the moment.

The saying of the buyers, that there is always some tobacco left, and that it never becomes exhausted entirely, evidently contains some grains of truth, as was brought to our mind lately, when we learned of the several lots of Remedios which had come from the country still. At the beginning of the year 1916 it was stated upon the authority of good reliable houses, that there were not over 3000 bales remaining in the country; a little later the estimate was raised to 5000 bales, and now up to the 17th inst. there have arrived over 10,000 bales already, and the cry is, still they come. Of course it has to be understood that most of this leaf is of an inferior quality, which might be hard to dispose of under normal circumstances, but on the other hand it proves that when there is a demand for certain styles they appear almost miraculously from one corner or the other, having been hid from sight when there was no demand for them. We refer in this particular case to the low grades of Remedios, which were stated to have been all sold some time ago, but owing to the continued call for them from Europe they have appeared in town and in the country as if by magic.

Of course American buyers are not interested in the above mentioned low grades of leaf, but for their benefit we may state that there are still stocks of good serviceable leaf in our market which they might secure at fairly reasonable figures. The chances are, however, greatly in favor of considerable higher prices for the coming 1916 crop, as the same in quantity will be very small, and as the same, in its majority, on account of the long continued drought, may be of a very heavy character, therefore needing a long time to cure, we do not think that we are mistaken in predicting higher prices this year.

The outlook for the coming crop has not improved, as the drought shows no signs of being broken by good showers, and its end in any event will come too late to do any good, as tobacco grown and harvested in the spring will not keep for any length of time.

Sales during the fortnight totaled 5732 bales, which divided represented: Vuelta Abajo and Semi Vuelta 3230, Partido 197, and Remedios 2305 bales.

Buyers were: Americans, 3512; shippers to South America, 500, and our local manufacturers of cigars and cigarettes, 1720 bales.

Exports of leaf tobacco, from the port of Havana, from March 4th to March 23d totaled 16,712 bales, which were distributed to the following countries, viz.: To all ports of the United States, 15,470; to Canada, 270; to Norway, 30; to the Argentine Republic, 580; to Uruguay, 346, and to Chile, 16 bales.

Receipts of Leaf Tobacco From the Country

For two weeks ending March 17, 1916.		Since Jan. 1, 1916.	
Vuelta Abajo	1,752 bales	6,278 bales	
Semi Vuelta	63 "	835	"
Partido	33 "	423	"
Remedios	1,863 "	10,090	"
Oriente	754 "	2,494	"
Total	4,465 "	Total 20,120	"

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Leonard Greenhall, of Greenhall Brothers; Dionisio Hevia, of D. Hevia & Company, and Allie L. Sylvester, President of The American Cigar Company and Chairman of the Henry Clay & Bock & Company, Ltd.

From Boston: C. J. Joel, of C. J. Joel & Company.

From Buffalo, N. Y.: H. Boasberg, of Kaiser & Boasberg.

From Tampa: Ambrosio Torres, of Sanchez & Haya; Manuel B. Pendas, of Y. Pendas & Alvarez, and Jose Lovera, of Jose Lovera Company.

Departures—To New York: Marcelino Perez, Ted Smith, Eugenio Lopez, Sr. and Jr., Leonard Greenhall, Dionisio Hevia, August Kuttnauer and Allie Sylvester.

To Tampa: Angel L. Cuesta, Jerry Windmuller and Ambrosio Torres.

To Boston: C. B. Waterman, Albert W. Kaffenburgh and Mrs. Kaffenburgh, and C. J. Joel.

To Albany: G. W. Van Slyke and G. Horton.

To Chicago: Gustave A. Mueller.

Cigars

On the 18th inst. the shutting down of orders for shipment to Great Britain took effect and the Saratoga carried a little over four million of cigars for that country. The Cuban minister cabled that for the time being there would be no chance of getting a further extension of the time limit. "The Tobacco Trade Review," of London, of the 1st of March, published some interesting articles as regards this measure, giving the amount of stocks, in bond, of cigars, cigarettes, cut tobacco and Cavendish, on February 1st as having been 864,000 pounds. At the same time, it mentioned that the home consumption last year of cigars amounted to 973,000 pounds, so that if the prohibition

should be absolute, all the stocks would be exhausted before Christmas of this year. Even by calculating that we shipped perhaps 12,000,000 cigars from February 1st to March 18th (the exact figures we have not yet received), which would be in excess of perhaps four millions, above the usual consumption, it would barely extend the limit one month longer before the stocks would be exhausted. On the other hand, we must not forget that the Englishmen prefer well seasoned cigars, contrary to the American fashion, therefore in order to have them on hand they would be obliged to order more goods at least six months beforehand, or otherwise renounce their customs of smoking cigars, which have not had the benefit of being in bond at least six months. Considering all these circumstances, we think that the English importers of cigars will prevail upon the Board of Trade to grant them special permissions, or licenses, to import further quantities of cigars in less than six months from now. As the object of the Board of Trade cannot be to interfere with legitimate trade, but only on account of the scarcity of tonnage, which is required for the carrying of the absolute necessaries of life and the ammunition of war material, it is but reasonable to suppose that the embargo will last no longer than when the primary needs shall have been provided for. This is the opinion of prominent English residents in Havana.

Romeo y Julieta has been exceedingly busy up to the 18th inst., but as this factory has good orders on hand for the United States and other countries, and which had been held in abeyance, pending the rush for the United Kingdom, it has reduced the number of its cigarmakers only to a very moderate extent, continuing to work in good shape.

The same holds true as regards Partagas, H. Upmann, Por Larranaga, Sol and Devesa de Murias, and a few other factories, although others are not so well situated in holding orders from the United States and other countries.

The famous Punch factory, which always did a splendid trade with Great Britain, nevertheless, through the exertions of its American and Canadian representative, August Kuttnauer, has built up an excellent business in the United States, as the quality of "Punch" cigars is second to none. A connoisseur of imported Havana cigars only needed to try "Punch" in order to become a steady customer of this brand.

Leaf Tobacco

C. J. Joel, of C. J. Joel & Company, has purchased close on to 2000 bales of choice leaf, the best which could be found in our market, but as this purchase was completed after the 15th inst. it is not included in the sales reported during the first half of this month.

Selgas & Company were sellers of 625 bales of Vuelta Abajo fillers to their customers during the last two weeks.

Hinsdale Smith & Company were buyers of 600 bales of leaf tobacco for account of their Northern customers.

Candido Obeso sold 467 bales of Vuelta Abajo and some Partido wrappers.

Sanchez Y Haya secured through their buyer, Don Ambrosio Torres, 500 bales of Vuelta Abajo fillers of the 1914 growth.

Jose F. Rocha closed several transactions of Vuelta Abajo and Remedios leaf, amounting to 427 bales.

Calixto Lopez & Company bought 600 bales of leaf for their cigarette factory.

Don Ramon Cifuentes, senior partner of Cifuentes, Pego & Company, owners of the renowned Partagas factory, sailed on the 20th inst., per S. S. Alfonso XII, for his native home in Rivadesella, Spain, and where he is the mayor of the town, and has his family.

Marcelino Perez & Company purchased 475 bales of Vuelta Abajo fillers during the stay of Don Marcelino, for their Tuval factory.

Jose C. Puente & Company closed out 415 bales of Remedios, as well as some Partido wrappers.

Cuesta, Rey & Company secured 437 bales of Vuelta Abajo fillers additionally, while Don Angel L. Cuesta was in town.

I. Kaffenburgh & Sons sold 200 bales of Remedios leaf during the last fortnight.

The Dutch steamer Zuiderdijk is now loading in our harbor another big cargo for Rotterdam and Amsterdam, and among the principal shippers is Mr. Leslie Pantin with 2000 bales or more.

Mr. W. A. Charles, the traveling salesman of G. S. Nicholas & Company, of New York, came here on a visit in order to post himself about our cigar factories as well as looking over the tobacco growing districts of our island. He leaves tomorrow by the S. S. Havana for New York, having enjoyed his vacation and enriched his knowledge about our cigar industry.

Shippers above 200 bales of leaf tobacco during the last fortnight were:

J. F. Berndes & Company, 2487; Leslie Pantin, 2172; Cuban Land and Leaf Tobacco Company, 2108; Mark A. Pollack, 1901; Virgilio Suarez, 1469; F. Bernal, 941; Menendez & Co., 894; Francisco Saurez, 883; J. Bernheim & Son, 824 bales; Rodriguez, Menendez & Co., 568; Manuel Saurez, 445; Jose Saurez & Company, 426; Walter Sutter & Company, 394; H. Upmann & Company, 383; Ernest Ellinger & Company, 283; Maximilian Stern, 225.

Oretaniv.

Cigars, Cigarettes and Tobacco in Bermuda

Of the total quantity of cigarettes consumed in Bermuda, 80 per cent. are Virginian and the remaining 20 per cent. Turkish. Of the cigarettes consumed by visitors, who are practically all from the United States, perhaps 80 per cent. are Turkish and the remaining 20 per cent. Virginian. A considerable portion of the Turkish cigarettes are imported from the United States, but practically all of the Virginian are imported from the United Kingdom.

Of the cigars consumed in the colony it is estimated that not more than $1000 worth are manufactured in the United States, although the customs returns show that during 1914 cigars valued at $4570 were imported from the United States. The proportions of the cigars consumed are estimated to be 50 per cent. Jamaican, 15 per cent. Havana, and the remaining 35 per cent Indian and Dutch.

Smoking tobacco is imported in about equal quantities from the United States and from England. The chewing tobacco in Bermuda is imported entirely from the United States, although this product is consumed in comparatively small quantities.

Bermuda, in 1914, imported 885,631 cigars, valued at $12,303, nine tons of cigarettes, valued at $23,520, and twenty-one tons of tobacco, valued at $10,784. The values of the cigars imported from the various countries were: United States, $4570; United Kingdom, $3042; Cuba, $1080, and India, $1046, while the amount produced in Jamaica was valued at $2565. Cigarette imports from the various countries were: United States, $7772; United Kingdom, $15,597; Canada, $117. Of tobacco, the imports from the United States were valued at $6015, and from the United Kingdom, $4652.—Commerce Reports.

Shortage of Cigar Boxes Closes Factory

The Karl Kulle cigar factory in Depot Street, Suffield, Conn., was recently forced to close down because of a shortage in cigar boxes. The box manufacturers lost a car of lumber in transit some time ago and thus far have been unable to locate it.

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FOR SALE—The owners of a long-established high-grade cigar factory in First District of Pennsylvania, making five-cent and ten-cent brands with wide distribution, are desirous of selling same, owing to pressure of other interests. Will make a big sacrifice to responsible parties with sufficient capital to take hold of proposition. $20,000 needed. Triflers will receive no attention. Address in confidence, Box 26, "Tobacco World," 236 Chestnut Street, Philadelphia, Pa.

CONNECTICUT BROADLEAF—27 cases 1914 crop; fine quality; nicely assorted and sweated. Linde samples. Fred E. Field, Somers, Conn.

FOR SALE—100 M. D. & P. 20-section cigar molds, 6½ inch, in good condition. Address H. B. House, Batesville, Ohio.

Help Wanted.

EXPERIENCED CIGAR SALESMAN WANTED by factory making high-grade goods. Only men acquainted with the best trade need answer. Give experience and reference. Box 115, "Tobacco World."

LEAF TOBACCO SALESMAN—Covering Middle West and Southern territory, desiring good paying side line, write to Box 109, "Tobacco World."

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

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Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

Situation Wanted.

POSITION WANTED—By experienced cigar foreman. Thoroughly understands the cigar manufacturing line. Team, hand or mold work. Best references. Box 111, "Tobacco World."

STRIPPER FOREMAN—Am open for position; city or country; best references. Address, J. Greenfield, 10 South Perry Street, Poughkeepsie, N. Y.

Moses Glas

Moses Glas, tobacconist and cigar manufacturer, located at Fifth and Jackson Streets, Dayton, Ohio, died at his home in that city during the past month. Mr. Glas came to the United States in 1866, settling in Cincinnati, Ohio, A few years later he removed to Dayton, where he began the manufacture of cigars. Later he opened a store. Ambitious and energetic he succeeded in establishing himself in a prominent position in the trade, in addition to having accumulated at the time of his death much property and a comfortable portion of wealth. He was married in 1865 to Miss Lena Jacobs by whom he is survived, together with eight sons and daughters.

Donald Java MacLennan

Donald Java MacLennan died during the past month in the General Hospital, Rochester, N. Y. Born in that city in 1848, Mr. MacLennan was the first salesman employed by the William S. Kimball Tobacco Company when that concern started in business. Mr. MacLennan opened a cigar store a few years ago which he looked after up until the time he was taken sick.

Robert L. Taylor

As the result of an attack of heart failure, Mr. Robert L. Taylor died suddenly at his home at Chelsea, Mass., recently. For several years Mr. Taylor had been superintendent of the F. S. Howe Cigar Factory, Boston, Mass. He was one of the charter members of Trenton Lodge, A. O. U. W., of East Boston. Mr. Taylor was of Puritan stock, being a descendant of John and Priscilla Alden. He was 65 years of age. The interment was at Woodlawn.

H. G. Parsons Buys Interest in Fitzgerald Cigar Company

Having taken over the interest of Mr. Moffat in the Fitzgerald Cigar Company, at Second and Washington Streets, Portland, Ore., H. G. Parsons, manufacturer of the "Don John" cigar, will close his own factory and remove his equipment to the Fitzgerald quarters. Here, in addition to manufacturing the "Don John" cigar, his attention will also be centered upon the "Oregonus," of the Fitzgerald company.

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Trade Jottings

A cigar store is to be opened shortly at 109 South Fourth Street, Louisville, Ky., by Max Griffith.

Marcelino Perez recently returned to New York City following a five weeks' trip to Cuba. Mr. Perez is the manufacturer of the popular "Tuval" cigar.

Thomas Hughes, Boston, Mass., announces that he is now identified with the Tobacco Products Company, having severed his connection with the American Tobacco Company.

"Mozart," a shade grown Havana cigar, manufactured by E. M. Schwarz & Company, New York City, has been taken on and is being featured by the Lathrop Company, Hartford, Conn.

Morris Schwiff is the manager of the Chicago office recently opened by the I. B. Krinsky Company, of Brooklyn, N. Y. Union-made cigarettes are manufactured by the Krinsky Company.

The building on the Northwest corner of Sixteenth Street and Fifth Avenue, Moline, Ill., is shortly to be utilized by Hickey Brothers, of Davenport, Iowa, as a retail cigar store. This will be Store No. 7 in the Hickey chain. The store is now being remodeled and redecorated and it is hoped to open for business within the next two or three weeks.

Humler & Nolan, Louisville, Ky., have taken over the distribution of "Van Dyck" cigars.

The Barker Tobacco Company, leaf dealers, now located in Liberty Avenue, Pittsburgh, announce that they expect to occupy their new quarters at 321 Water Street, shortly.

Hamilton, Harris & Company, Indianapolis, Ind., assisted by Neal Conwell, are at the present time conducting a campaign throughout that city on the "Kabo" cigar. The "Kabo" enjoys an excellent distribution in Indianapolis.

"Muriel," the well-known cigar of the P. Lorillard Tobacco Company, is being distributed by the Groneweg-Chalmers Cigar and Tobacco Company, Kansas City. Dave Chalmers, of the company, has been visiting the small towns nearby in the interests of the brand lately.

The American Tobacco Company announces the appointment of O. D. Harrison as division manager in charge of Southern Louisiana and Southern Mississippi territory. He has been transferred to New Orleans from Tallahassee, Fla., his headquarters having formerly been in the latter city.

"Partagas," "Romeo y Julieta," "Muriel," "Admiration," "American" and "La Mega" are among some of the very excellent brands carried by the cigar stand in the new clubhouse of the Missouri Athletic Association, St. Louis, Mo. A splendid line of cigarettes is also carried. W. J. Conboy is in charge.

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IRREGULAR PAGINATION

HEYWOOD, STRASSER & VOIGT LITHO. CO.
26TH STREET & 9TH AVENUE, NEW YORK
MANUFACTURERS OF
CIGAR BOX LABELS
BANDS AND TRIMMINGS
WESTERN OFFICE, 167 W. WASHINGTON ST. CHICAGO ILL
PHILADELPHIA OFFICE, 420 DREXEL BUILDING.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1864
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJÓ TOBACCOS
90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY CIGAR BANDS SHOW CARDS FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY
These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. :-: No bogus Advertising admitted.

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York Tobacco Co., The, York, Pa.	35

COPENHAGEN

Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

WEYMAN-BRUTON COMPANY

50 Union Square North **New York, N. Y.**

A Favorite with the BEST Cigar Stores Restaurants Hotels and Clubs

Manufacturers
PEDRO CASTRO & CO., Tampa, Fla.
New York Distributers
LOUIS G. SMITH & CO., 52 Beaver Street

Fancy Cigar Boxes
made by
Henry H. Sheip Mfg. Co.
Columbia Ave. and 6th St.
PHILADELPHIA

The Man Who Smokes Them Says—

"It is the BEST CIGAR VALUE IN THE WORLD at 5c."

That is the reason the **John Ruskin** Cigar is one of the World's Biggest Sellers.

John Ruskin 5¢
THEY COULD BE SMALLER-BUT NOT BETTER

John Ruskin Cigars are handmade and the Havana tobacco used is the choicest grown. They're mild—Big and Fragrant,

Valuable Profit Sharing Voucher on the Band of Each John Ruskin Cigar.

I. LEWIS CIGAR MFG. COMPANY
NEWARK, N. J.
Largest Independent Cigar Factory in the World.

Webster's Old Definition

OF

BOLD bold: a. Daring, courageous, fearless, impudent, executed with spirit or courage, steep and abrupt.

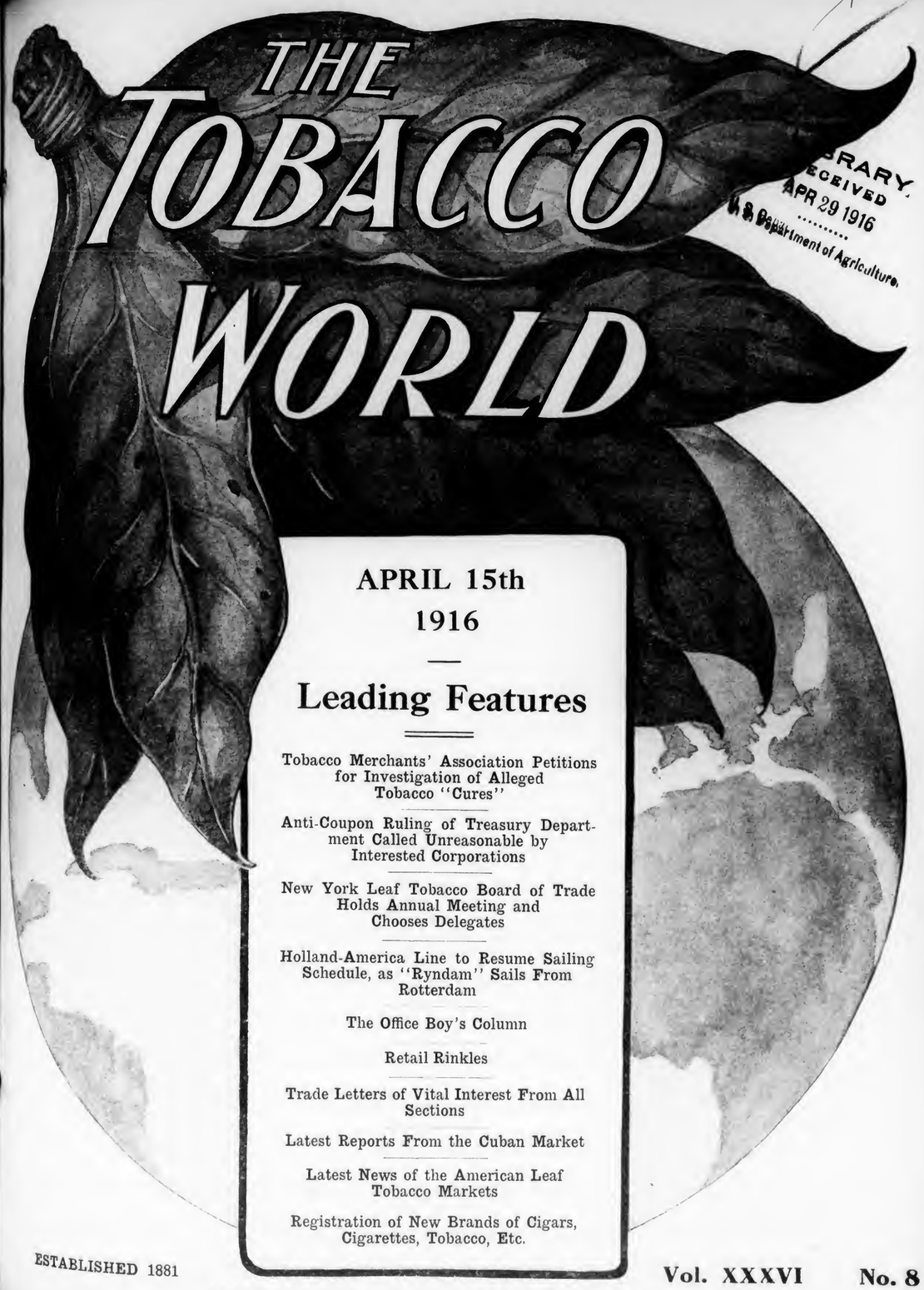
Webster's Up-to-date

BOLD bold: p. n. A nickel cigar of exceptional quality; a *buy* word for cigar. A very large seller, uniform, better.

Synonym for ***BOLD "Above All"***

You'll find quality in the dictionary; also in Bold.

Bobrow Bros. Philadelphia



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Holland-America Line to Resume Sailing Schedule, as "Ryndam" Sails From Rotterdam

The Office Boy's Column

Retail Rinkles

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881 **Vol. XXXVI** **No. 8**

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C LOZANO J M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

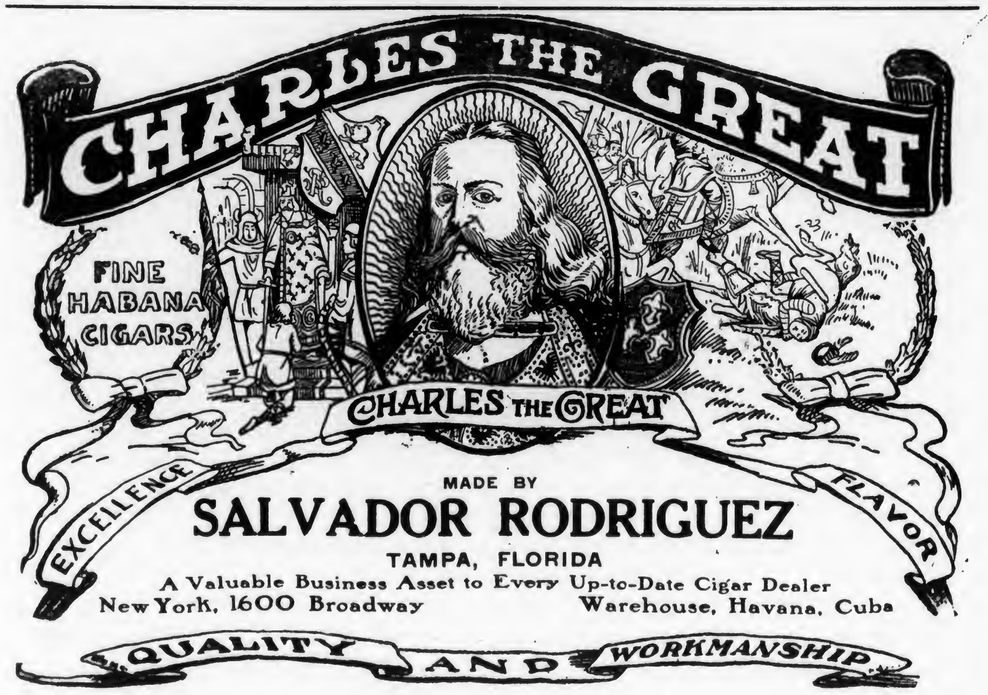
Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

TRADE MARK
Reg. U. S. Patent Office



Better profits are yours on the new retail price of 35c and up

Unusual conditions created this price. It enables you to make a fair margin on your pipe sales. Co-operation in maintaining the price will work to YOUR advantage.

The new price is being featured in all our advertising.

WDC
William Demuth & Company
230 FIFTH AVENUE
New York City

PREPAREDNESS

Notwithstanding the growing scarcity and high prices of inks and bronze due mainly to the war situation in Europe, we have arranged for heavy supplies of said material. All orders entrusted to our care will be given the very best attention as to service and quality.

Our Specialty

Cigar Labels and Cigar Bands

We have on hand for immediate submission a large quantity of beautiful sketches of cigar labels, with registered titles.

Pasbach-Voice Lithographing Company, Inc.

11th Avenue and 25th Street, New York City, N. Y.

Western Branch, 30 E. Randolph Street, Chicago, Ill.
JOHN B. THATCHER, Manager

Londres Grandes

The Juan P. Portuondo
CIGAR MFG. CO.
PHILADELPHIA

De Luxe Segars

THE CALIDAD SIZE RETAILS FOR A DIME

Wonderful Value

CLEAR HABANA—FULLY MATURED

MADE BY

Merriam Segars Inc.

AT THE SIGN OF THE BULLDOG
NEW YORK

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. C LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

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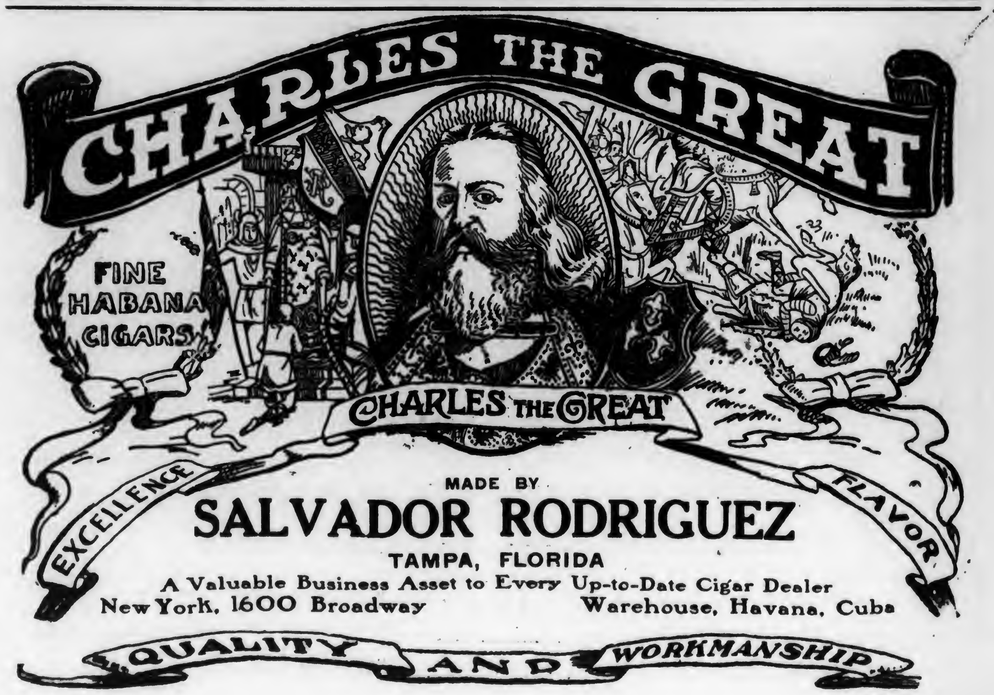

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AT THE SIGN OF THE BULLDOG
NEW YORK

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

INTENTIONAL 2ND EXPOSURE

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street — New York

Board of Trade Bldg., Montreal, Canada

SOL HABANA

Behrens & Co.

Havana, Cuba

Estelle No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

EL GENIO

Clear Havana Cigars

Made in Tampa, Fla.

P. Verplanck & Co.
263 Fourth Ave. New York

This Kind of Advertising is Building Bigger Sales for the Old Favorite—DUKE'S MIXTURE

"He that will refuse to take a pipe of tobacco among his fellows is accounted peevish and no good company,"— Wrote King James I of England, in 1616, concerning Virginia tobacco.

Give to *Your* Hospitality A "Virginian" Fragrance—

LET your friends never lack for that most fascinating of all tobaccos—the sun-ripened "Virginia" of DUKE'S MIXTURE Granulated Tobacco. In it are the mildness, smoothness and aroma which three hundred years of continuous improvement in cultivation and curing gives to the choicest Virginia tobacco.

There is a "liveliness," too, in Virginia tobacco that, according to the more discriminating smokers, makes it superior even to Turkish.

DUKE'S MIXTURE Granulated Tobacco is a combination of the choicest honey-colored "Virginia" tobaccos, and our years of experience in gauging the taste of American smokers.

We ask you to try it at our risk. We guarantee there is no better granulated tobacco made.

Besides the regular packing, DUKE'S MIXTURE is also packed in attractive 8 oz. glass jars, convenient for den or office, which will be sent prepaid on receipt of 30c if your dealer cannot supply you.

Liggett & Myers Tobacco Co.
St. Louis, Mo.

The **Girard Cigar**

Let us hand you some facts

Facts that it will pay you to know. Facts that you will thank us for giving you. Facts which *you can prove without risking one cent.*

Let us send you our "Dealer's Safety-first" proposition

This will give you the opportunity to learn for yourself at *our risk* the money-making qualities of the Girard cigar.

There never was a better advertised cigar. There never was a cigar that made good more consistently. Never a cigar backed up by fairer, squarer dealing.

Just look at our striking announcements in *The Saturday Evening Post* with its big national circulation of *more than two million copies every week.* And in *The Literary Digest* with its 475,000 copies every week.

Hundreds of thousands of smokers read this advertising and demand the Girard. After that its *quality* holds them, brings them back and makes steady customers of them for the dealer who carries the Girard.

Don't take our say-so. Just drop us a line today and get on the inside for yourself.

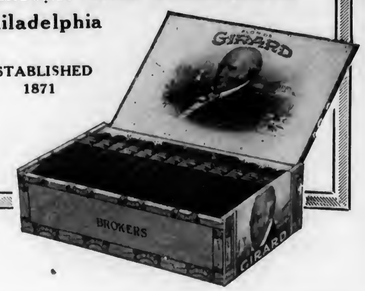
You take the profit
We take the risk

Address Department H

ANTONIO ROIG & LANGSDORF

Philadelphia

ESTABLISHED 1871



THE Pyramids of Egypt stand forth as one of the greatest engineering feats of all the Ages. So strong are their foundations and so carefully have they been built that the time and the elements have left but slight traces of their destructive powers on these mighty heaps of stone.

"ABOVE ALL"

Like the Pyramids, BOLD has been built on a foundation so mighty that neither competition nor imitation has been able to mar its character or impede its steady growth.

As the Pyramids on the Nile stand supreme and unparalleled in the history of engineering accomplishments, so BOLD stands "Above All" unsurpassed in quality as in sales achievement.

Upon reaching our Eighth Anniversary we send Greetings and Felicitations to those valiant workmen; the Jobber and Dealer, whose untiring labors have assisted us in constructing this mighty "Wonder" of modern business progression: The BOLD Cigar. The birthday message we wish to convey is that our efforts shall never cease to continue

BOLD

"Above All"

BOBROW BROS.
PHILADELPHIA, PA.

COPENHAGEN

Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the World's Best Tobacco for Both Chewing and Snuffing.

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

WEYMAN-BRUTON COMPANY

50 Union Square North **New York, N. Y.**

Best Quality **Best Known**

EDEN

The Cigar Without a Peer

Calixto Lopez y Cia
Habana

New York Office— 257 Fourth Ave.

"The Park & Tilford Standard"

MI FAVORITA

CLEAR HAVANA CIGARS

The flower of perfect tobacco manufactured in bond has maintained "Mi Favorita" Clear Havana Cigars at the forefront of all brands.

MI FAVORITA CIGAR CO., Inc.

Key West, Fla. **529 West 42nd Street, New York**

In Perfect Condition

that's how your smokes will be kept if packed in

HEEKIN CANS

Air, dust and dampness are as scarce as the proverbial hen's teeth when Heekin cans are used. Thus, the contents are assured of freshness, aroma and mellowness.

Decide on Heekin Cans for your cigars, stogies, smoking or chewing tobaccos. Then your product will retain every good quality you put in it originally. And the cost will be no greater to you.

Attractively lithographed and made in any size or shape.

Samples sent upon request.

THE HEEKIN CAN CO.
Culvert, Sixth and New Streets
Cincinnati, O.

"Heekin Can Since 1901"

TO Manufacture a Cigar and Know that you are Putting the Very Best of Havana Tobacco in its Construction is a Great Satisfaction to the Builders and Gets the Approval of the Users.

We Continue Manufacturing and Selling

LA SARAMITA

ADMIRAL, THE SIZE THAT SELLS

HAVANA CIGARS

With Broad Leaf of the Milder Quality for the Cover. Soon be a quarter of a Century since we started this Brand

The Shields-Wertheim Co. Cleveland, O.

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.

General Offices, PITTSBURGH, PA.

YEARS OF EXPERIENCE HAVE MADE

PUNCH

A Cigar with Hardly a Rival

MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba

AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

"LA MEGA" MADE IN BOND

HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP

V. Guerra, Diaz & Co., Tampa, Fla.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

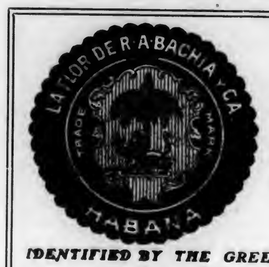
CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY



BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE	FACTORY	WAREHOUSE
222 PEARL STREET	TAMPA	LEALTAD 129
NEW YORK	FLORIDA	HAVANA

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N. Y. City.

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.

RICHMOND, VA.

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla.

"44" Cigar Co. Philadelphia

BAYUK BROTHERS

FIVE CENT CIGAR

PHILADELPHIA

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

E. H. GATO CIGAR COMPANY

FOR FORTY YEARS THE STANDARD

By Which Clear Havana Cigars Are Judged

Write for Open Territory

Factory: Key West, Fla. New York Office: 203 W. Broadway

T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

DIAMOND JOE CIGAR FACTORY

TRADE MARK

ESTABLISHED 1860

Charles Denby

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE

H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

Don't Judge
Florida and Georgia

Tobacco By Other People's Packings

If you want to see a fancy packing of the 1915 crop of Florida and Georgia wrappers, that burns and tastes as good as any tobacco grown, superior in yield and colors

We Are Now Ready to Show Our 1915 Crop

Beautiful Light Colors and Perfect Burn
Good Quality Tremendous Yield

Samples Ready for Inspection at the Company's Office

AMERICAN SUMATRA TOBACCO COMPANY
142 WATER STREET, NEW YORK

Larrañaga Nacionales

Seleccion de Banquetes

This is the acme of refinement in the packing of cigars.

Each cigar is packed in an individual box, and therefore, every guest opens his own box, the cigar reaching his hands exactly as it was packed at the factory.

For dinners, banquets, society events, clubs, hotels and individuals; if orders are placed early enough, may have each little box inscribed with the name of the host, monogram or the dedication of the event thereon, which would add a touch of refinement to the function.

Packed in beautiful cedar boxes containing one hundred cigars.

Por Larrañaga
FÁBRICA DE TABACOS

New York Office
J. V. FLANIGAN
156 Fifth Ave.

Havana, Cuba
Carlos III, No. 225

Flor de San Martin & Leon

Havana cigars made in Tampa, Florida, from tobaccos grown on our own Vuelta Abajo Plantations in Cuba.

San Martin & Leon Co.
Tampa Florida

S. H. Green Stamps
"Hamilton COUPONS" THE TRIPLE APPEAL "The Sperry Magazine"

1896 1916

¶ Our Premium Stores show a redemption of 94%. Part of that good trade goes to every wide-awake user of Hamilton Coupons. It costs you nothing to get the facts on our service.

Address Dept. CC.

The Hamilton Corporation
Geo. B. Caldwell, President
2 West 45th Street, :: New York City

Flor de **Jeitles**
CLEAR HAVANA CIGAR
5¢
JEITLES & BLUMENTHAL, Ltd.
PHILADELPHIA.

THE FINEST OF
Georgia and Florida Tobaccos
Will be found in our new packing which
We Now Offer Direct to the Trade
at the lowest cash prices
TO APPRECIATE THE QUALITY
We suggest that you see samples which we will be glad to submit on any grade.
WE SOLICIT CORRESPONDENCE
GAFLA SUMATRA COMPANY
Office and Packing House QUINCY, FLA.

M. MELACHRINO & CO., Inc.
EGYPTIAN CIGARETTES
You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes
M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe
GRAND DEPOTS OF M. Melachrino & Co., Inc. {London, 8 Regent St., S. W. Capetown, South Africa Calcutta, 10 Government Place Alexandria, Rue Cherif Pacha CAIRO, Head Office and Factory Hamburg, 18-20 Grosse Backerstrasse
AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION
214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVI. PHILADELPHIA AND NEW YORK, APRIL 15, 1916. No. 8.

T. M. A. PETITIONS FOR RELIEF FROM ALLEGED TOBACCO CURES

Investigations Demanded of Sale of Such Articles—Petitions Filed with Postmaster-General and Secretary of Agriculture—Exhibits Contain Advertisements from One Hundred Newspapers

DECLARING that the American public is being deceived by exploiters of alleged tobacco cures and that some of the remedies now on the market are dangerous to the public health in that they contain habit-forming drugs such as cocaine, strychnine, chincona alkaloids and other deleterious compounds, the Tobacco Merchants Association of the United States whose main office is at No. 5 Beekman Street, New York, has filed petitions with the Postmaster-General in Washington and the Secretary of Agriculture, demanding an investigation into the sale of such nostrums, and that the pure food act as well as the post-office laws applicable to the sale of such nostrums be strictly enforced.

The petition, which was apparently prepared with great care by Charles Dushkind, counsel for the Association after an exhaustive investigation, contains forty-two pages of average catalogue size, and there are numerous photographs in the way of exhibits showing the enormous extent to which the advertising campaigns of these alleged quack cures are carried on throughout the country. In the collection of exhibits there are advertisements extracted from more than one hundred newspapers, and the petition sets forth that this is only a small portion of the newspapers of the country which are being used by the vendors of these so-called cures in exploiting their compounds with the aid of the United States mails, to the great profit of all engaged therein.

As indicating the enormous business of these distributors of alleged tobacco cures, the petition shows that one concern in New York spends more than $100,000 a year in advertising its cure. In connection with the traffic it is shown that there is a thriving business in the barter and sale of letters received by the advertisers of tobacco cures. One of these concerns has approximately five hundred thousand letters from as many persons in its possession and these are sold in job lots to other concerns and individuals seeking the addresses of persons in all parts of the country to whom they may write and send circulars in their own behalf.

"The tobacco industry of the country," says the petition, "has no reason to fear any loss of business as a result of the sales of cures that do not and cannot possibly cure, nor does it fail to realize that it would have no cause for complaint against the marketing of remedies that would effect such cure. But the tobacco industry is entitled to be protected from the false, fraudulent and scandalous statements that are being spread broadcast throughout the United States by means of the mails attacking not only the tobacco industry but slandering and villifying the millions of tobacco users in a most shameful fashion."

The petition then quotes from many of the most glaring advertisements contained in the exhibit, the citations being declared "false and scandalous." Some of the more important of these statements are as follows:

(Continued on Page 20)

TOBACCO LEAF BOARD OF TRADE ELECTS OFFICERS AND DELEGATES

Joseph Mendelsohn Re-elected President—Delegates and Alternates to National Cigar Leaf Association Convention Chosen—Treasurer Heads Off Raid for Convention Expenses

New York City.

AT the annual meeting of the Leaf Tobacco Board of Trade held in their rooms at 141 Maiden Lane on Tuesday, officers for the ensuing year were elected, delegates and alternates chosen for the National Cigar Leaf Convention to be held in Washington on May 8th and 9th, and a raid on the treasury for expenses for the trip headed off. Other incidents included the report of the treasurer which showed the finances to be in good condition, and the report of the president. The latter report was read by the secretary in the absence of Mr. Mendelsohn, who was unable to be present.

A resolution was adopted which honored the memory of the deceased vice-president, F. M. Dolbeer. The special examinations which government inspectors are making with a view of changing the accepted tariff on imported tobaccos was informally discussed as were some tariff problems.

Trustees duly nominated and elected were: F. M. Argimbau, W. S. Brill, Joseph F. Cullman, Ferdinand Cranz, John H. Duys, Charles Fox, C. R. Goldsmith, Robert Gans, F. R. Hoisington, Joseph Mendelsohn, Harold Kraussman, Sig. Schuschterer, A. Bijur, Carl W. Wobbe and Moritz Nueberger.

The newly elected trustees were called to order, and the following officers elected for the ensuing year: Joseph Mendelsohn, president; William S. Brill, vice-president; Charles Fox, secretary; Ferdinand Cranz, treasurer.

The following delegates and alternates were chosen for the convention of the National Cigar Leaf Tobacco Association, to be held in Washington next month: Delegates, W. S. Brill, Louis A. Bornemann, Charles R. Goldsmith, F. R. Hoisington, Harold Kraussman, Fritz Lederer, Moritz Rosenberg, Benno Rosenwald, Alfred Schmidt and Carl W. Wobbe. Alternates, Joseph F. Cullman, Ernest Ellinger, Fred J. Frese, Robert Gans, Julius Lichtenstein, Ben Meyer, H. A. Pettit and Milton Samuels.

President Mendelsohn's report which was read by Secretary Fox, was as follows:

"To the members of the Leaf Tobacco Board of Trade of the City of New York, assembled at their annual meeting, Greetings:

"To the careless, a report of your President of the doings of your Board of Trustees might appear as superfluous, to the indifferent as useless, to the fault-finder as a boon for criticism, to the serious as a document for consideration, and to the interested as a review of what he already knows; but to all of them, I hope it will reveal the fact that your organization is a very active one, and your Trustees bent upon carrying out as much as is in their power the duties imposed upon them.

"At first glance it might appear as if the year had but little importance to the trade in its cycle, but it may in-

(Continued on Page 26)

TREASURY DEPARTMENT COUPON RULING CALLED UNREASONABLE

Tobacco Interests Believe Order Will Be Repealed—Attorneys Think Business Can Be Continued Without Violation of Ruling

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It is believed by the companies distributing goods in this manner that some method will be evolved which will not be a violation of this ruling, while it is held by others that the decision is unreasonable and the belief is expressed that it will be repealed. The New York "Journal of Commerce" has the following to say in regard to the situation:

"It was said that there are several ways in which the system of giving premiums with tobacco products might be continued without violating the provisions of the Treasury Department ruling. In case one State should pass a law prohibiting the use of coupons, said the attorney of a large company, the slips could still be packed in all shipments and thus come within the law, but might be rendered valueless in the particular State prohibiting them.

"Another suggestion was that the large tobacco companies, such as the American Tobacco, the Liggett & Myers and the P. Lorillard, might go directly into the mail order business, either giving stamps, as in the case of the Larkin Soap Company, or without coupons, as in the case of Montgomery Ward & Company or Sears, Roebuck & Company.

"As a result of the Treasury decision, made on Wednesday, manufacturers of snuff, tobacco, cigars and cigarettes face the situation of leaving out gift cards and premium coupons altogether or putting them in all shipments including all States which have passed laws against the practice. The Treasury Department holds that unless cards or coupons are included in all shipments regardless of destination, the practice comes within the law forbidding lotteries, because consumers in localities where they are omitted would not have the same opportunity to obtain valuable prizes as those in more favored localities.

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"'There is good reason to believe that the interests which have obtained this order are small competitors of the large tobacco company, which have sought a means of attacking the premium system. They have assumed that a great part of the success of the larger concerns is due to their use of coupons and premium slips.'"

Retailers Advance Price of Safety Matches

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This type of match, while made here, is largely influenced by the prices of foreign makers, principally in Sweden and in Japan. Foreign matchmakers are having as much trouble as those of this country to secure chemicals for matchmaking, while splints and other things that enter into the matches have advanced rapidly in cost to the manufacturer. Within a year, prices have advanced from 45 cents per gross to 70 cents at wholesale, in this country, while in Europe prices are fully double over what they formerly were. The American match of the same type has advanced, but not to a point beyond 60 cents per gross (144 small boxes). To continue selling at 5 cents per dozen, therefore, has not spelled a new dollar for an old one for the cigar store, while grocers have all along sold for various prices from 5 cents to 10 cents a dozen. At 7 cents a dozen, therefore, the cigar store man gets 84 cents for what he pays 60 cents to 70 cents for—all of which is due to the high cost of war in Europe.

WHO AM I?

I am more powerful than the combined armies of the world.

I have destroyed more men than all the wars of the world.

I am more deadly than bullets, and I have wrecked more homes than the mightiest of siege guns.

I steal in the United States alone over $300,000,000 each year.

I spare no one, and find my victims among the rich and poor alike; the young and the old; the strong and the weak; widows and orphans know me.

I loom up to such proportions that I cast my shadow over every field of labor from the turning of the grindstone to the moving of every train.

I massacre thousands upon thousands of wage earners in a year.

I lurk in unseen places, and do most of my work silently. You are warned against me, but you heed not.

I am relentless. I am everywhere; in the home, on the street, in the factory, at railroad crossings, and on the sea.

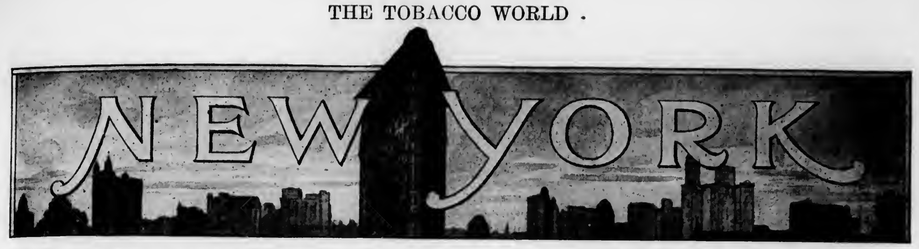
I bring sickness, degredation and death, and yet few seek to avoid me.

I destroy, crush or maim; I give nothing but take all.

I am your worst enemy.

I AM CARELESSNESS.

—"N. C. R. News."



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The complete line of Lincoln & Ulmer cigars, including the popular "Rodena" brand, is to be featured by Morris Schacher, who has taken over the lease of the store formerly conducted by Theodore Schneider. Mr. Schacher was previously identified with the Patte, Underwood & Daboll Company.

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J. LAWTON KENDRICK, Treasurer

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Keystone Telephone—Main 1824

J. LAWTON KENDRICK .....Managing Editor
HOBART BISHOP HANKINS .....Advertising Manager

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TAMPA MILWAUKEE LANCASTER CINCINNATI
CLEVELAND LOS ANGELES SEATTLE
HAVANA, CUBA, OFFICE—ZULETTA 36, CARLOS M. WINTZER
Representative

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Vol. XXXVI APRIL 15, 1916 No. 8

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES.

JACOB WERTHEIM, New York .....President
GEORGE W. HILL, New York .....Vice-President
EDWARD WISE, New York .....Vice-President
JESSE A. BLOCH, Wheeling, W. Va. .....Vice-President
CHARLES FOX, New York .....Vice-President
ASA LEMLEIN, New York .....Vice-President
LEON SCHINASI, New York .....Treasurer
CHARLES DUSHKIND, New York .....Secretary
New York Offices, 5 Beekman Street.

CIGAR MANUFACTURERS' ASSOCIATION OF AMERICA
FREDERICK HIRSCHHORN, 54th St. and 2d Ave., New York..President
CHARLES J. EISENLOHR, 924 Market St., Phila., Pa. ....Vice-President
JOSEPH B. WERTHEIM, 81st and East End Ave., M'hat'n, N. Y..Treasurer
S. K. LICHTENSTEIN, 40 Exchange Pl., Manhattan, N. Y....Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION
CHARLES FOX, New York .....President
F. M. NEWBURGH, Hamilton, O. .....Vice-President
GEORGE BERGER, Cincinnati, O. .....Treasurer
JOSEPH MENDELSOHN, New York .....Secretary

INDEPENDENT TOBACCO MANUFACTURERS' ASSOCIATION
J. A. BLOCH, Wheeling, W. Va. .....President
WOOD F. AXTON, Louisville, Ky. .....Vice-President
RAWLINS D. BEST, Covington, Ky. .....Secretary-Treasurer

The Coupon

Some body blows have landed on the coupon and premium business, and it is not denied that they are of more than passing import. But a consideration of what will follow the abolishment of the coupon and trading stamp should have serious thought. The coupon and trading stamp admitted of competition, but the next step leads toward the slashing of prices. It is the difference between healthy and unhealthy business.

French Briars

The 25-cent French briar pipe has become to such an extent an institution with us that the consumer passed his hand over his brow to make sure that he heard aright when the dealer said, "Sorry, but the price has been advanced to 35 cents on the genuine French briars that we used to sell for a quarter." Another case of the innocent bystander having to pay because the other fellow quarrelled.

But when the innocent bystander does a little investigating it becomes a wonder that it was ever possible to sell the genuine article for a quarter. Like many other kinds of merchandise the manufacturer and dealer have both been satisfied with a small profit because there was volume to keep the goods moving, but the point has been reached where raw materials are now not only scarce but much higher in price.

Certainly the manufacturer could not stand it, the jobber and retailer were not in a position to carry such a burden and the logical answer was to ask the consumer to pay the additional cost.

The root from which the genuine French briar is made comes from France, Italy and Algiers. Naturally the output is considerably reduced, and the expenses of producing much higher. The exporters must charge the manufacturer a higher price. Then there is a scarcity of bottoms to carry the raw material to this country. Insurance rates are higher and traffic uncertain. Surely in this hour no one envies the manufacturer.

The fact remains, however, that standard size genuine French briar pipes can no longer be sold at a quarter. The consumer knows the merits of the genuine article and he will have no other. He will, therefore, pay the additional dime now. He is paying additional sums for almost everything else that he buys and he fully appreciates that the conditions under which manufacturing is carried on in this country today are not of our own choosing or making.

And the lining to the cloud is better profits for the retailer while the consumer should be thankful that the prices were not increased long ago. The low-priced French briar is an institution of too long standing to be disturbed from its "place in the sun" by the matter of a dime.

The wise retailer will welcome this sensible step on the part of the manufacturers and will co-operate to the best of his ability if he desires to keep his pipe trade intact.

Wilmington Retailers to Organize

Recently at 206 West Ninth Street, Wilmington, Del., a meeting of about fifty persons was held for the purpose of organizing the Retail Tobacco Dealers' Association of Wilmington. James B. Carr, William J. Shiles, George W. Bader, James B. Quinn, M. F. McGonegal, M. L. Weldon and Morris Buck were named as committee on organization.

The association is to include in addition to the tobacco dealers, dealers in confectionery and stationery as well. Rural county dealers are also to be eligible to membership. One of the principal objects of the association will be to co-operate with the wholesalers and to operate for the mutual benefit of the members. The election of permanent officers, the adoption of by-laws and the organization of various committees will be taken care of at the next meeting which is to be held shortly.

Samuel D. Bagley

Samuel D. Bagley, a retired cigar manufacturer, died recently at the home of his son in Brooklyn, N. Y. Mr. Bagley, who was eighty-two years old, is survived by his wife, one son and two daughters.

HOLLAND-AMERICA LINE TO RESTORE SCHEDULE

Five Steamships Left Rotterdam Friday Night—Route Taken is North of Scotland

AS the "Tobacco World" goes to press, word is received in this country that five vessels left Rotterdam for American ports on the night of Friday last. Among them was the "Ryndam," of the Holland-America Line, which is bringing tobacco purchased at the recent inscriptions.

Sumatra importers were alarmed last week when the report was given out that the sailings of the Holland-America Line had been cancelled.

A dispatch from Rotterdam states that five steamships left Rotterdam in the course of Friday night for American ports. They were the "Ryndam", "Noorderdyk", "Oosterdyk", "Festerdyk" and "Amsteldyk". The route taken by the vessels was round the North of Scotland.

The "Ryndam" carries mails which had accumulated since March 28th. The "Noorderdyk" also carries mails.

The "Ryndam" is expected to reach New York in about thirteen days, as against an average of nine days via the former route, and the sailing schedule now temporarily suspended then will be restored.

The route around the North of Scotland, instead of through the Straits of Dover, will be used henceforth by all Holland-America Line ships, officials of the line said Saturday, owing to demands of the crews of the ships that they be protected from mine and submarine dangers. It will eliminate Falmouth England, as a port of call for the passenger ships of the line and thus entail a considerable sacrifice of passenger business.

A prior cablegram from the head office of the company in Rotterdam gave information that the sailings of all vessels had been cancelled, and that none had sailed from the other side since March 23rd.

Refusal of Dutch seamen to serve, because of the danger to their country's shipping from German submarines and mines, is given as the reason for the discontinuance of this service. Since the beginning of 1916 more Dutch vessels have been lost from these causes than at any time since the war began.

There also were rumors afloat that sailings had been suspended because of the company not being willing to take the risk of having so many of its vessels destroyed. Still another report among shipping men was that the Netherlands Government had information of a pending sea fight between German and British fleets, and thought it too great a risk to send out the vessels.

Refused to Pass Anti-Trading Stamp Bill

The Mississippi trading stamp bill, which passed the House, a few days ago, met its Waterloo in the Senate, according to the "Interstate Grocer" of St. Louis. Its correspondent writes:

"Referring to previous correspondence had with you, we beg to state that the trading stamp measure which was introduced in our Legislature passed the House all right, but was reported on unfavorably by the Finance Committee of the Senate and killed in that body. We have not as yet been able to find out what the objection of the Finance Committee was unless they thought that the prohibitive tax which the bill proposed would take away the revenue which the State is now obtaining from this source.

"It is hardly likely that any further effort will be made at this session of the Legislature, as it is nearing adjournment, and finance bills now have the right of way."

Note.—Not responsible for alcoholism, rioting, bomb-throwing, arson, murder or similar pastimes committed under the influence of this column.

EVERYBODY'S DOIN' IT
So why not let the Office Boy try.

AND BESIDES THAT
Imitation is the most serious form of flattery.

THIS WILL BECOME APPARENT AS YOU READ
Help Wanted.

"THE BURNING QUESTION"
How's your coal holding out?

AH! THE SECRET OF HIS WEALTH IS DISCOVERED!
We notice a sign in the window of a cigar dealer's store on Second Street, which reads:
"CURRENCY—Our own make."

DON'T CROWD!
We will accept nominations for a committee to visit Duluth, Minn., to investigate the action of air currents at the corner of Third Avenue and Superior Street, that city.*
*See page 17, April issue of "Ginger."—Advt.

TRY IT, THE ADVERTISING MANAGER GOT AWAY WITH IT ONCE
Friend Wife asked him the other night, when he came rambling in at 1 A. M., who he'd been out with, and he said, "The Man from Egypt."

OPEN SEASON FOR HUNTING
The 7th Point in Sterling Gum.

A BIT OF BOLD BUSINESS
The eighth business year of Bobrow Brothers.

NO WONDER THEY GAVE THEIR CONSENT
Gee was telling Bee about a brother whom he had not seen for twenty-seven years, when the following conversation ensued:
Bee—"Did he run away?"
Gee—"No, he had the consent of my parents."
Bee—"I have an uncle who has not been home for thirty years."
Gee—"Did he run away?"
Bee—(As if hurt by the insinuation.) "No, indeed! He had the consent of the family." (Apologetically.) "You see it leaked out that he had two wives in our home town."

New Orleans

Board of Trade Report Shows Tobacco High on List—"Nena" Sign Can Be Seen Seven Blocks Away—"Owl" Company Capturing Vacant Sign Boards

New Orleans, La., April 12, 1916.

UNDER date of April 1st, the New Orleans Board of Trade issued its thirty-third annual report, covering the imports to and exports through the port of New Orleans for the year ending December 31, 1915. Pertinent paragraphs in the report show that the arrivals of ocean-going vessels at the port of New Orleans were 2182 with a gross tonnage of 6,423,648 tons. Imports during the year amounted to $81,969,071; exports, $225,681,547. High up on the list of exports is leaf tobacco, of which there were exported 78,820,874 pounds, valued at $9,763,966. Tobacco was imported to the extent of 121,329 pounds, valued at $58,330. Six thousand seven hundred and seventy-three pounds of cigars were exported, at a valuation of $36,663. Tobacco stem exportations amounted to 5,198,150 pounds, valued at $296,757; while manufactures of tobacco exported were valued at $36,544.

Reguera & Berengher, the well-known Canal Street manufacturers, contribute a little to the women cigarmakers' question. This firm has always employed men to make their "Nenas", and more as an experiment than anything else, recently added several young women. These gentlemen find that feminine fingers are much more nimble than those of the male, and that the young women are very easily disciplined and make in fact, better workers than the men.

Speaking of tobacco signs, Reguera & Berengher have secured for their "Nenas" what is said to be the largest outdoor advertisement in New Orleans. The sign occupies a space of 3,000 square feet, comprising all that side of the factory fronting in Canal Street, and passed daily by thousands of pedestrians and street cars. An idea of the magnitude of the sign can be formed from the fact that the letters forming the name "Nena" are more than ten feet in height and can easily be read from a distance of seven city blocks.

Vincent Rocco, who, in partnership with Charles DeLassus, owns the Royal Cigar Store, now is convanlescing from his recent operation, and although not able to resume his duties at his old post, is out of the hospital. The Royal Company reports fair business, considering the Lenten season.

Nowadays the "Owl" Company is capturing all the vacant signboards in town. Their "Owl" signs are unique and clever, and among the very largest in the city. "What a Wonderful Army 'Owl' Smokers Would Make!" is the subject of a preparedness argument and clever advertisement in Canal Street at Claiborne Avenue.

Fair business is reported by the Phoenix Box Manufacturing Company, the only cigar box company independent of any company in the South. The company recently purchased a four-story building at 213 South Peters Street, into which they will move in early fall.

George Moroy, the popular jobber and retailer at Jackson and Magazine Streets, maintains what is said to be the largest suburban stocks in the city. Mr. Moroy at all times has brands on hand impossible to obtain at any other store so far uptown. He has built up a splendid trade in his section.

The estimated value of the tobacco crop in Louisiana for the year 1915 was $55,000, according to the annual report of E. O. Bruner, Commissioner of Agriculture and Immigration.

S. M. Dayton, local manufacturer of Dayton's cigars, has taken over the Crystal Palace, formerly known as the Greenwald Theatre Cafe, having purchased it from J. Jay Braunig. The Crystal Palace is at 919 Iberville Street, and in the heart of the bright lights. Dayton cigars will be made a feature of the place.

On account of the inability of the directors of the Valloft & Dreaux Cigar Company to come to New Orleans from New York and York Pa., election of officers of the New Orleans jobbing house was indefinitely postponed in April.

Frank Paul, cigar department manager of H. T. Cottam & Company, is a busy man these days. Mr. Paul has sent out a number of letters to his customers, advising that large orders on "Class" prevent him from supplying the trade with that popular brand on short notice.

"El Cubo" cigars, which have been on the New Orleans market for eight years, have been placed in Ohio at three distributing points in Cleveland, Columbus and Dayton. "El Cubos" are making a smashing campaign in the Middle Western States, and shortly will be placed in Michigan and Kansas.

George C. L. Mayer, senior member of the firm of Phil D. Mayer & Company, Limited, returned on the United Fruit boat from Porto Rico, where he purchased an "El Cubo" stock for 1916.

"Nenas", the popular five-center manufactured by Reguera & Berengher, has been placed in two new States, Georgia and South Carolina, with Harry Cohen, of 62 Washington Terrace, Atlanta, in charge of both States.

A. J. B.

Shortage of Cigarmakers in Detroit

None of the big industries of Detroit is harder hit by a shortage of labor than the manufacture of cigars. The factories turn out about 1,000,000 cigars a day, and the manufacturers say if they could secure all the help they need the increase in their output would run into hundreds of thousands a day.

"There has been a change in cigarmaking in the last twenty years, and now women are taking the place of men in most of the big factories," said the manager of a company which employs upwards of 1200 in its Detroit plant. "It is a trade which girls learn in a comparatively short time and one which is lucrative, for in our factory are plenty of them who make from $15 to $20 a week, and their work is under most congenial conditions.

"But, girls prefer work in stores, even though they do not receive as much in wages and their task is much harder. In the principal Detroit cigar factories the sanitary arrangements are excellent, the air is purified and the girls sit at tables in their work, instead of standing all day as they do in the stores. There are dining rooms in which food is sold at cost, rest-rooms and every convenience, and with it wages which enable the girl to live well and dress well.

"We would be glad to put on several hundred girls if we could get them and their work would be steady, for the demand for Detroit-made cigars grows and it takes in every State in the union. Girls can do a lot better financially and be more comfortable in the cigar factories than in store life or other trades, and instead of sending young girls to be cash girls or apprentices in other lines, their mothers would do much better to have them learn cigarmaking, which will give them independence by the time they attain their majority."

Notes From Gulf States

HOUSE BILL NO. 900, by Davis & David, prohibiting the sale, offering for sale, giving away or bringing into the State for such purposes, cigarettes or cigarette papers, introduced at the present session of the Mississippi legislature, has been referred to the Public Health and Quarantine Committee. It is reported from Jackson that there is small chance that the bill will become a law, as a number of members of the House and Senate are cigarette smokers.

E. J. Johnston, of Montgomery, Ala., succeeds William Westcott as traveling representative for the R. J. Reynolds Tobacco Company in the Montgomery territory. The Reynolds Company now has five "firing liners" working the Montgomery territory under the direction of Division Manager F. J. Gathier. They all have their own Ford cars, with a special sample cabinet hung on the rear.

R. U. Falkner, Southern representative of the Ruy Lopez Cigar Company, of Key West, was in Montgomery, Ala., recently, and called on the S. D. Winn Cigar Company, distributors in Alabama. He reported that he had opened up several new and large accounts on his recent trip through the South.

W. T. Hix, Southern representative of the "Centrosa" cigar, now is handling six States: Alabama, Mississippi, Louisiana, Texas, Oklahoma and Arkansas, and in all of these States business is booming, according to his report.

Rufus Matthews, until recently connected with the S. D. Winn Cigar Company, Montgomery, has severed his connection with that firm, and now is with Armour & Company.

Charles A. Dreux, surviving member of the well-known jobbing firm of Valloft & Dreux, in New Orleans, has been appointed a delegate to the Grand Counselor convention of the United Commercial Travelers.

Sales on "Florida Widows", a Jacksonville product, were so big the factory is oversold 300,000, according to the report of C. C. Symonette, the Alabama representative of the factory. Mr. Symonette is so enthused with conditions in Alabama that he is removing his family to Montgomery from Jacksonville at the close of the scholastic year.

Larrie Henry, of Monroe, La., has purchased the Lyceum Cigar Store in that city, known as the Wexler Cigar Store No. 2, and will restock with new brands.

The American Sumatra Tobacco Company, with headquarters near Bainbridge, Ga., has prepared an interesting tobacco exhibit which will go aboard the "Seeing Georgia" cars. Manager Shaw, of the big tobacco plantation, was struck by the fact that the tobacco industry was not to be represented in the exhibit cars, and at once made arrangements to have the company correct the error.

Jules.

Schulte Company Secures Another Location

Space of good dimensions, located at the entrance to the subway and adjoining the promenade and elevators in the lower main corridor of the Telephone and Telegraph Building, extending through to Fulton Street, has been leased by the Schulte Cigar Company for a period of ten years. The company plans upon the completion of the building to open a branch cigar stand at this location. This is the second site situated in lower Broadway which has been leased by the Schulte concern within a very short period.

Trade Jottings

A goodly supply of leaf stocks was recently received from Cuba by the E. H. Gato Cigar Company, of Key West, Fla.

President Sylvester, of the American Cigar Company, left recently on the S. S. Carolina for a business trip to Porto Rico.

Work has been started on a four-story addition to the National Can Company, Detroit, Mich. It is to be of reinforced concrete.

M. Melachrino & Company announce the appointment of W. W. Buchanan as their general representative in Greater New York.

R. G. Fisher, Minneapolis, Minn., who controls two cigar stores in that city, will open a third shortly at 45 South Fourth Street.

St. Louis, Mo., is proving a fertile field for sales on the popular "Charles Denby" cigar, manufactured by H. Fendrich, Evansville, Ind.

Known to Buffalo trade as a "pipe expert", Newman Ellis has opened a practical "pipe house" and tobacco shop in Washington Street, near Mohawk, that city.

Rucabado & Company, Porto Rican cigar manufacturers, bought out at public auction recently all outstanding accounts and labels of the Levi-Kaften Company.

Out in Minneapolis, Minn., Robert L. Evans of the P. Lorillard Tobacco Company, is pushing the "Poncia", a new 5-cent cigar. It is manufactured by the Lorillard Company.

The Detroit Independent Cigar Dealers' Association, Detroit, Mich., held its annual election Tuesday, April 11th, in the Hotel Cadillac, that city. A banquet preceded the business session.

In recognition of the efficient service which he has been rendering as general representative of the company on the Pacific Coast, Louis C. Erdt was recently elected a director of M. Melachrino & Company.

The Schultz Drug Company, Denver, Colo., gave an order for 30,000 cigars to a representative of the National Cigar Stands Company, upon his calling upon them a short time ago. The brand ordered is to be styled "Black and White."

The J. G. Cohen Cigar Company, Incorporated, Seattle, Wash., having discontinued April 1st, the distribution of the "R. B." cigar, the representation of the brand was transferred to L. Marks & Company, Incorporated, and Bourg & New, Incorporated, both of Seattle.

Haas Brothers, cigar manufacturers, Cincinnati, O., announce that beginning May 1st next, Harry Young, of Chicago, Ill., will act as the company's Western agent. Mr. Young was formerly manager of the cigar department of Franklin MacVeagh & Company and later, distributor of the brands of M. J. Lopez & Company, New York.

T. M. A. PETITIONS FOR RELIEF FROM ALLEGED TOBACCO CURES

(*Continued from Page 13*)

"There are several kinds of cigarettes that are prepared with opium, cannabis, indica (hasheesh) or cocaine. Thus another very insidious and killing poison is taken into the system.

"No tobacco user can escape one or more of the harmful consequences mentioned in the list (containing over 100 diseases, ranging from apoplexy, brain disorder, cancer and diarrhoea, through locomotor ataxia, ulcer of the stomach, etc. etc.).

"Tobacco acts as a poison on the nerve cells, causing languor, trembling of the limbs, palpitation of the heart, neuralgia and other nervous disturbances. It deadens the sensibilities, dulls the intellect and produces extreme nervousness.

"A chemical analysis will show that an average cigar contains enough nicotine to kill two men, if the poison were extracted and administered as drugs are usually taken."

The petition states that the practices referred to and the methods employed in the exploitation of these alleged tobacco cures, "constitute a most vicious fraud upon the hundreds of thousands, if not millions of people who fall victims to the alluring and fraudulent advertisements, and who are induced to part with their money under the pretence of being furnished with a cure for the tobacco habit, whereas in fact, they are getting either a compound of milk and sugar at a cost of about $106 a pound as some of the cures are made up of a compound made up of poisonous and habit-forming drugs contained in some of the other so-called cures.

It is shown by the petition that some of these alleged tobacco cures are composed of mixtures containing large quantities of cocaine or its derivatives, strychnine, and chincona alkaloids. In proof of this statement, the petition shows the reports of expert chemists who have analyzed some of the compounds for the American Medical Association and the British Medical Association, and whose findings are fully set forth in the petition.

The petition is strengthened by an affidavit made by Dr. Maurice Fishberg, Professor of the New York University and Bellevue Hospital Medical College, in which he declares that all the remedies mentioned in the petition are "not only impotent as regards the tobacco habit, but distinctly fraudulent, the proprietors claiming for them virtues which they do not possess." Commenting upon the activity of the association in attempting to stamp out the practice, Dr. Fishberg says, "you are rendering a public service by drawing the attention of the authorities to this traffic which exists on the gullibility of the public."

The prayer of the petition to the Department of Agriculture and Postmaster-General of the United States is that immediate steps be taken by those departments to stamp out this harmful industry, and after investigating the facts presented by the petition, that the quacks be prosecuted to the full extent of the law, as violators of the pure food act and the postal laws of the country.

"Mi Favoritas" in Demand

A spirit of satisfaction pervades the "Mi Favorita" Cigar Company, Key West, Fla., at the present time, due to the renewed business which is coming in on the company's brand. The demand for "Lobelias" "Mi Favoritas", and "El Telegrafos" has the appearance of being a forerunner of a prosperous season.

Trade Jottings

The "Garcia Grande" cigar has been taken on for distribution by J. N. Hirsh, Atlanta, Ga.

C. A Thompson, 408 Pike Street, Seattle, Wash., reports excellent business on the "Mozart" cigar of E. M. Schwarz & Company.

A. J. Newman, representing the P. Lorillard Tobacco Company on the "Muriel" cigar, found an excellent demand for this popular brand upon his recent visit to the trade of Buffalo.

The "Cuesta-Rey" cigar has been placed in almost every reliable retail cigar store in Cleveland and vicinity by Wallace & Schwartz, local jobbers and distributors on the brand.

Horace R. Kelly, of Horace R. Kelly & Company, who enjoy the reputation of being the largest importers of of Manila cigars in the United States, left recently for a business trip to Chicago.

Some excellent business on all sizes of "Melachrino" cigarettes has resulted following various recent trips made to outside points by George W. Smith, local manager of the Chicago branch of M. Melachrino & Company.

The Best & Russell Company, Kansas City, distributors of the "Robert Burns" and "Little Bobbie" cigars, have taken over the distribution of the "Owl" cigar in the territory formerly covered by Rothenberg & Schloss.

C. E. Edens, J. P. Smith, J. H. Curtis, Ed Fudge, J. N. Hurt and W. L. Anderson are named as the incorporators of the Farmers' Loose Leaf Tobacco Warehouse Company, of Burksville, Ky., recently incorporated at Frankfort. The stated capitalization is $20,000.

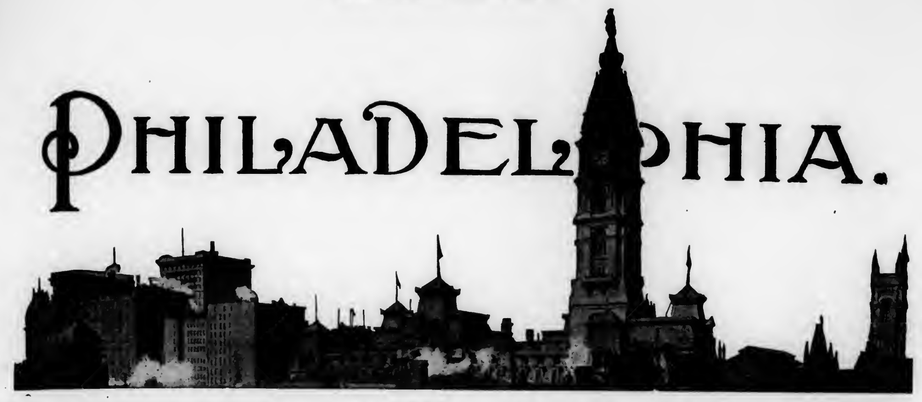
Nate Ellis, of Minneapolis, has just secured the local representation of the G. J. Johnson Cigar Company, of Grand Rapids, Mich. Mr. Ellis succeeds to a portion of the territory made vacant by the recent death of Flint B. Aniba, of the Johnson Company.

"La Palina" cigars, manufactured by the Congress Cigar Company, of Chicago, Ill., are distributed by the following firms: Chicago, Best & Russell; Detroit, Mich., Lee & Cady; Milwaukee, Wis., John Hoffman & Sons Company; Menominee and Ishpeming, Mich., the Carpenter-Cook Company; and St. Paul, Minn., King & Webb.

There is a report current in the trade that the C. Donovan Cigar Company, Michigan Avenue, Chicago, Ill., will discontinue business May 1st. It is also stated, following said discontinuance, that the brands "R. B." and "Hansel and Gretel," which they have been distributing, are to be distributed by Thorwart & Roehling on West Lake Street.

Manila cigars to the number of 250,000 under the "La Commercial" and "La Perla del Sur" labels were recently received by Baker Brothers, Broad Street jobbers, Boston, Mass., from the Philippine Company, Limited, through the offices of Bowring & Company, the United States agents. The shipment included various fine sizes never before shown here.

PHILADELPHIA.



Philadelphia Notes

Jack Planco, of Ruy Suarez & Company, was a recent visitor.

Gonzales & Sanchez cigars are being featured by the M. J. Dalton Company.

Among recent Pittsburgh visitors was Charles Bock, of Bock, Stauffer & Company.

Sol Gans, of Max Gans & Sons, spent a few days in the Philadelphia market last week.

Henry Kraus, of Kraus & Company, Baltimore, Md., has just closed a successful campaign in Philadelphia on behalf of their new "In-B-Tween" cigars.

"Havana Ribbon" cigars recently occupied the window of the Ledger Central at Broad and Chestnut Streets, thus calling attention to a nationally known brand made in Philadelphia.

D. Harry Maulsdale, general representative of the Sanchez & Haya Company, was in Philadelphia recently, after completing a very successful trip in the interest of the "Ignacia Haya" brand.

Morris D. Neumann, of the firm of Neumann & Mayer, has recently returned from a business trip which took him as far as the Mississippi River. "El Tello" and "Bella Mundo" brands featured a very satisfactory list of orders.

Julius Klorfein's "Garcia Grande" continues to be a popular smoke with Philadelphians. Last week, Yahn & McDonnell called the smoker's attention to the brand with a fine window display in the Fifteenth and Chestnut Streets store.

Boltz, Clymer & Company, Incorporated, are carrying on the liquidation of the business in the Manufacturers' National Bank Building on North Third Street. This bank has been consolidated with the Union National Bank at Third and Arch Streets, following the recent death of William H. Heisler, the president, who was well known in the local leaf trade.

Isadore Baum Distributor for "Rosa Del Rancho"

ISADORE BAUM, formerly of Baum-Jaffe Company and Baum Brothers, is now a member of the jobbing trade, with offices in the Boyertown Building, 1211-15 Arch Street. He is distributor for the American Exchange Cigar Company, whose brands comprise "Rosa Del Rancho", "Dubonnet" and "Impresario" brands. Mr. Baum also acts as distributor for Schwab Brothers & Baer's clear Havana line, "Neuva Epocha," which is made in twenty-five sizes; "Charles the Great," made by Salvador Rodriguez; "Jose Vila", manufactured by Berriman Brothers; "Coiner", which he features in Philadelphia, and his own brand, "Romney", a 10-cent perfecto.

Portuondo Brands at Broad and Huntingdon

The J. F. Portuondo Cigar Manufacturing Company, 1110 Sansom Street, this city are again supplying the National League Baseball Park at Broad and Huntingdon Streets, with their popular "All Alike" and "Sintoma" brands. All indications point toward a successful year with this firm, and the baseball fans have proven their liking for these cigars by their hearty endorsement of a year ago.

Harvey Hirst Becomes General Manager

Harvey Hirst, who has been connected with Bayuk Brothers, as credit man, has recently been elevated to the position of general manager following the resignation of J. J. Shea.

Mr. Hirst is thoroughly equipped to fill this position, and his experience and knowledge assures him of a successful career in this position. There is very little time for interviews with Mr. Hirst as he is a very busy man. A new warehouse is being erected in Lancaster, and a new factory is being planned to be built in Perth Amboy.

The "Tobacco World" extends its congratulations to Mr. Hirst and wishes him every success in his new endeavors.

The store of the Fay Lewis & Brothers Company, in the Pabst Building, Milwaukee, Wis., is to be vacated shortly, and the business is to be transferred to the company's store in the Camp Building, at the northeast corner of East Water and Wisconsin Streets. Gus Harris and Arthur Beckmann are to be transferred from the Pabst to the Camp store, which has been secured on a long-term lease.

Largest Order for Tobacco

What is said to be the largest order for tobacco ever placed in this country has been executed, it is announced by the importing and exporting firm of Gaston, Williams & Wigmore, of New York City. The order was for 20,000,000 pounds of the American product. It was placed by European governments, principally, it is understood, by France and Italy, where the sale of tobacco is a government monopoly. In all, however, ten nations participated in the contract.

The tobacco is to be shipped in vessels owned by the Gaston, Williams & Wigmore firm. It is the first time, it is declared, that an order of such magnitude has ever been accepted, financed and executed by a single firm in this country and transported in that firm's own ships.

Exporting circles draw attention to it as a demonstration of the vast strides American exporters have taken toward the goal of supremacy in foreign trade markets of the world since the war was started in Europe and as also a demonstration that they will maintain that supremacy after the war has been ended.

Small Manufacturers Feel Soaring Prices

The vast quantities of tobacco shipped to Europe having resulted in the advancing of the price of both filler and wrapper tobacco in this country, David E. Woodmansee, a cigar manufacturer of Spring Grove, Pa., is quoted with having stated that this will be the cause of eventually forcing a number of the smaller cigar manufacturers out of business or to close down their plants at least temporarily. This is particularly true of those manufacturers who make cigars to retail at two and three for five cents. So minute is the profit on this class of goods, that if the prices for raw material continues to soar, the only alternative afforded will be to cease operating.

Those manufacturers who make 5-cent and higher-grade brands, while they also are feeling the result of the high prices, can still continue to operate on a paying basis. If those factories making cheaper grade cigars should demand higher prices for their products, it is claimed that the cigars would be refused by the retailer, which, in other words, would mean the loss of trade without which the factories could not operate. Despite the fact that the two factories at Spring Grove are busy, the profits to the manufacturers are so small that the situation is a precarious one in view of the possibility of the price of raw materials going still higher. Tobacco has increased in cost during the past year from 25 per cent. to 50 per cent., but even though manufacturers are compelled to pay the price required, nevertheless they are prohibited from obtaining a higher price for their goods.

Hail Rate on Burley Tobacco

Frankfort, Ky.

Rates for hail insurance on burley tobacco are to be increased 33 1-3 per cent. The companies have lost money on the business for three years and the rating board will allow the increase on burley. The dark tobacco rate will be unchanged. The present rate is $1.50 for $50 an acre insurance, $2 on $75 an acre, $3 for $100 an acre. Premiums for the three years have amounted to $200,649 and losses and expenses $260,000.

R. H. Patterson to Represent Havana Factory

From Havana, Cuba, comes the announcement that C. E. Beck & Company, of that city, the manufacturers of the decidedly well-known "Beck" cigars, will be represented in the United States and Canada hereafter by R. H. Patterson. Mr. Patterson, who will open offices in New York shortly, is the United States representative for "C. H. S." and "Ramona" Porto Rican cigars also.

Trade Jottings

An increasing number of accounts on the "Bertent Garcia" is reported by H. C. Mansky, the manufacturer.

The Hemenway & Moser Company, Seattle, Wash., have again begun distributing the "Alexander Humboldt" cigar.

The cigar store of George Moore at Hunter and Central Avenues, Atlanta, Ga., is to be remodelled. New fixtures will be installed.

The H. Boedtker Tobacco Company, Syracuse, N. Y., are the local distributors of the "Muriel" cigar of the P. Lorillard Tobacco Company.

"Webster," the well-known brand manufactured by Y. Pendas & Alvarez, has recently been added to the stock of Otto Hoelzer, 400 Jackson Avenue, Toledo, O.

The business of the New York Pipe Repairing Company, located at 85 Nassau Street, has been bought out by the Standard Pipe and Repairing Company, occupying premises at 64 Nassau Street.

The excellent appearance of the new up-to-date store of Schwab Brothers & Baer, at Broadway and Twenty-eighth Street, is attracting much attention these days. Their brand, the "Epoca", a clear Havana, is making a good appeal.

The New York office of "Robert E. Lane", the "Partagas" man, recently numbered among its visitors, I. H. Mitchell, of T. H. Hart & Company, Philadelphia manufacturers and jobbers. Mr. Mitchell was interested in certain sizes of the "Partagas" brand.

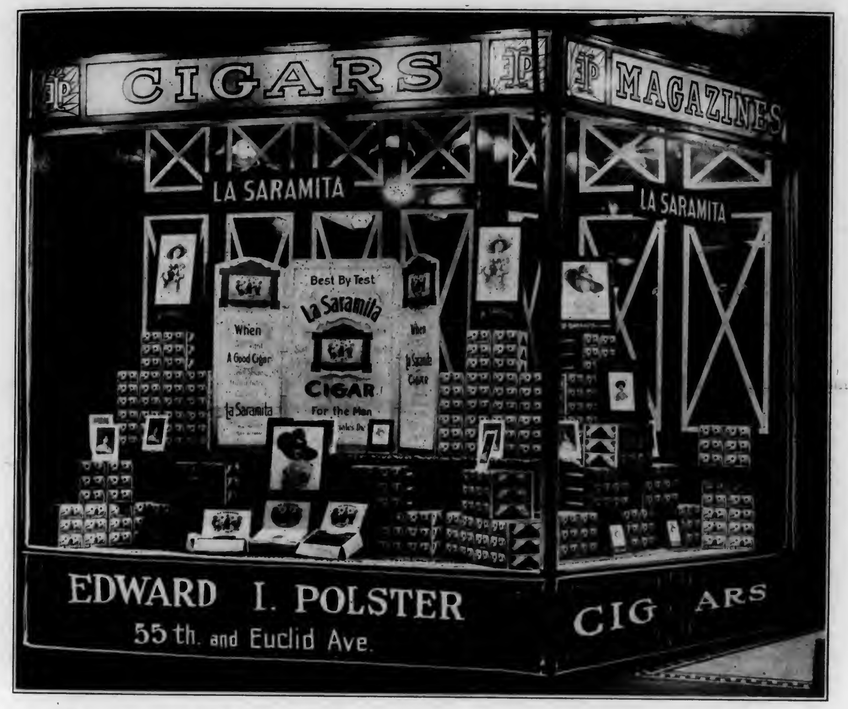
"Half Century", a long filler, hand-made perfecto, banded and attractively packed is the title of a new cigar just being put on the market by Heineman Brothers, Baltimore, Md. The cigar derives its title from and is being manufactured in commemoration of the fiftieth anniversary of Heineman Brothers in business.

Clarence Hirschhorn & Company, Chicago, Ill., have just been given the local distribution of the San Martin & Leon cigars. They are having the assistance of Nat Rosenheim in the placing of the brand. Messrs. Hirschhorn & Company plan to remove to their new quarters on West Randolph Street about April 20th.

The R. D. Burnett Cigar Company, of Birmingham, Ala., expresses much satisfaction relative to the campaign on the "El Roi-Tan" cigar, which has been going on in that city recently. Excellent assistance is being rendered by the many cigar stands and drug stores throughout the city by attractive window displays on the brand.

As a testimonial of the company's appreciation of faithful and efficient service extending over periods of fifty-five and sixty-two years respectively, Sam Landman and William Hadkins, identified with the J. S. Brown Mercantile Company, of Denver, Colo., were recently notified that beginning with April 1st, last, the company would pension them for the remainder of their lives. Each man was to receive thereafter two-thirds of the annual salary being received at the time of the notification.

Cleveland Smokers are Partial to "La Saramitas"



This display of "La Saramita" cigars recently appeared in the windows of E. I. Polster's stand at Fifty-fifth Street and Euclid Avenue, Cleveland, O. Mr. Polster is one of the best known dealers in Cleveland, and has two very prominent locations. The "La Saramita" cigar is manufactured by the Shields-Wertheim Company of that city.

Automobiles Not Equal to Task

Cigars to the number of 110,000, the products of the factory of A. M. Fix & Company, Loganville, Pa., were recently delivered to the freight stations in York by the proprietor of the York and Loganville Stage Line. The task of transportation from the Fix factory to York was accomplished via a wagon and four mules harnessed to it. It was not possible to use automobile trucks owing to the bad condition of the York and Baltimore Turnpike. The cigars were for shipment to the various parts of the United States via the Pennsylvania and the Western Maryland Railroads.

New "El Sidelo" Size in Portland, Oregon

A long slim cigar, packed in boite nature boxes, is the 1886 size of the "El Sidelo" cigar, manufactured by Samuel I. Davis & Company. This cigar was very recently introduced to the trade of Portland, Ore., under the direction of Harry W. Robare, who has been successful in placing it in various of the larger hotels in the city. The reception thus far accorded the brand has been very favorable.

Great Demand for Seidenberg Goods

It is not often that lack of labor deters a company from increasing its operations, but such is the problem confronting Seidenberg & Company in their local plant at Greenville, S. C. The factory's daily output is 65,000 cigars, and the company would gladly increase this up to 125,000 cigars, but the scarcity of labor precludes their doing this for the present. They have the demand for goods and would not hesitate to dispose of their present plant, erecting a new one adequate for their needs, were it not for the handicap they are experiencing. The company is planning improvements to their present plant to offset as far as possible the great demand they are having for Seidenberg goods. A working force of about 400 persons is employed at present.

Given Ten Per Cent. Increase

From St. Louis, Mo., comes the announcement that the Liggett & Myers Tobacco Company of that city, has confirmed a 10 per cent. increase in salaries to all employees of the company. Between 5000 and 6000 employees are affected.

TAMPA TIPS

Continued Success Reported on "Ignacia Haya" Brand—F. C. Lozano Receiving Congratulations on Birth of Son—Fine Window Displays Coming on Cuesta-Rey Brand—Jorge Leon on Northern Trip

Tampa, April 11, 1916.

A NUMBER of the leading factories here are doing more business at this time than they have at similar periods for many years past, and complaints as to absolute dullness are few. The situation in some directions seems complicated, but clear Havana makers feel assured that the market for their goods will always be open and the demand cannot be checked.

One of the interesting phases of the bonded situation is the steady and ever-increasing demand for scraps from the bonded factories. The reason is self evident.

Sanchez & Haya Company report a continuous success on their fine "Ignacia Haya" brand of clear Havana cigars. These goods are de luxe in every sense and are prominently featured in many of the best and most ultra smoke shops. The D. Osborne Company, of Newark, N. J., have just taken on a line of these, and the S. M. Robins Company, of New York, have also stocked the full line.

D. H. Moulsdale has been in Philadelphia and Baltimore during the past fortnight, and has been doing more than he anticipated.

E. Regensberg & Sons are just commencing radical improvements in their big plant which will take several weeks to complete. When these alterations are made, the firm will have increased facilities amounting to nearly 70,000 cigars per day. They are turning out 120,000 per day now.

Mortimer Regensberg arrived in Tampa last night and will spend a week here before proceeding to Cuba.

L. C. Lozano, head of the Lozano factory, has been receiving congratulations from his many friends upon the birth of a son and heir last week.

V. A. Bradbury, representing the Universal Tobacco Machine Company of New York, is spending several weeks here in the interests of his company's stripping machine. These machines have demonstrated their worth beyond question in hundreds of the best factories in other sections, and Mr. Bradbury is confident that the Tampa manufacturers will take them on seriously as soon as he can convince them of the big saving which the use of the machines will insure.

The Morgan Cigar Company are well employed on the "Juan de Fuca" brand, and state that they have just gathered in some fine orders from Los Angeles sent in by C. J. Stanley. B. F. Pyle now represents the Morgan Company in the Cleveland territory and lake cities east of Chicago, and has just finished a most flattering initial trip. Jack Lowrey is also a new representative in Birmingham.

Cuesta-Rey & Company are preparing to put out some of the finest window displays on their brands which any manufacturer has ever shown. They will be 32 x 42 inches, done in the decalcomania process, and represent the King of Spain (to whom the firm are royal purveyors), surrounded by the royal family and being presented by a beautiful woman with a box of the Cuesta-Rey cigars. The woman's head is an exact copy of the female head on the firm's familiar label.

A. L. Cuesta, Jr., put out a beautiful souvenir package of their goods for the banquet held here a few days ago to the visiting gas men.

Jorge Leon, of San Martin & Leon Company, is away at present on a northern trip, being reported today in Philadelphia. Mr. A. Ramirez, of the firm, was with Mr. Leon in Chicago a few days since, when they formally took over their account from the Best & Russell Company, who have had the selling agency on this brand for some years in sixteen States. Mr. Ramirez states that six leading houses are after their brand for Chicago, but no decision has yet been reached. The firm, however, will not tie up any large territory in future.

G. B. Hoover, of M. Bustillo & Company, states that the young firm are highly encouraged at the progress they have made in three months. They have opened a number of accounts and the goods are winning a speedy popularity.

Frank R. Diaz, of V. Guerra Diaz & Company, says their business is fair on "La Megas" with encouraging prospects. Mr. Diaz will go to Cuba shortly.

Perfecto.

Jobbers Anxious for "Niles & Moser's Hand-Mades"

Owing to the great demand which they have been experiencing on "Niles & Moser's Hand-Mades" and "S. & W. Hand-Mades", nearby jobbers find it practically impossible to keep a stock of these brands on hand. To facilitate matters and to make certain that there shall be no delay in the matter of obtaining stock they are petitioning the Wayne Cigar Company, Detroit, the manufacturers, to ship the goods by express rather than depend upon the uncertainties of shipment by freight. The jobbers state that they are entirely willing to pay the increased transportation charges for the assurance that they shall not be left short-handed.

Tobacco Growing Profitable in Minnesota

Farmers in the vicinity of St. Cloud, Minn., have added tobacco to their growing list of crops and many have found that the Minnesota soil is favorable to it, and that it is profitable as well.

Recent shipments from St. Cloud have brought 9 cents a pound, and the representative of a well-known tobacco company who purchased some of the leaf stated that if the farmers would age their leaf longer it would improve the grade considerably. The prices per acre have ranged from $75 to $125. A shipment of 15,000 pounds was recently made.

"Tuval" is an Omaha Leader

The "Tuval" cigar, made in bond, and manufactured by Marcelino Perez & Company, of New York, is the leader of the Sobotker Cigar Company, of Omaha, Nebraska, having stores at 2006 Farnam Street and 1616 Harney Street. The "Tuval" is carried in twenty shapes. In five-cent goods the company concentrates its attention on the "Superia Invincible", in copper cans, the brand being made by the Superia Cigar Manufacturing Company. The Sobotker Company occupies a prominent position among the jobbers of the city, and aims to deal in first-class products only.

Charles P. Stanley, president of the Charles P. Stanley Cigar Company, St. Louis, Mo., and known as one of the prominent cigar men of the city, has recently returned from a trip to Havana and Tampa. Mr. Stanley's trip combined business and pleasure.

Seeds of Success

By Frank Farrington

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Exceptional success depends not upon exceptional opportunity, but upon the ability to make use of ordinary opportunity.

A Laura Jean Libbey diet is not the best mental food for a man who wants to develop his brain any more than dill pickles are the best physical food to make strong muscles.

When you put your name on another man's paper for more money than you can afford to lose, you are unlocking the door to the bankruptcy court.

You are a mighty wise business man if you can always distinguish where economy ends and legitimate expense begins.

Even though we disagree with the opinions of the optimist, we can't help liking the atmosphere surrounding him.

Would you care to deny that your wife is entitled to her share of your income without having to beg for it? Or are you the old-fashioned "What's-become-of-that-dollar-I-gave-you-yesterday?" kind of man?

There is a loss goes with carrying a larger bank account than you need just as surely as in loaning money on a non-interest-bearing mortgage.

Don't expect to figure your success for the year on the amount of money you spend. It is based on what is left rather than on what is gone.

It may be all right to be a good fellow down town, but there are lots of women who would like it if their husband began by being good fellows at home.

Taking a trade journal or a business magazine and not reading it is just like sending for the doctor and then refusing to let him see the patient.

Remigio Trujillo Opens Factory in Key West

Conceded to be one of the foremost experts in the manufacture of Havana cigars in the United States, Remigio Lopez Trujillo, who for a number of years has been in charge of the Havana-American Company's factories at Key West, Fla., recently opened up a plant in that city and started manufacturing on his own account. Prior to the opening of his factory, Mr. Trujillo made a tour of certain prominent cities of the country soliciting accounts for delivery from his own plant. In this he was very successful, and as a result it is stated that in a short time, it will be possible to obtain the Trujillo brands in various exclusive locations throughout Eastern and Middle Western territory.

John Bollman Company Erecting New Plant

Some weeks ago, at the corner of Fourth and Brannan Streets, San Francisco, Cal., the foundation for a reinforced concrete building was laid for the John Bollman Company. When it is completed, it is stated that it will be the largest cigar and cigarette manufacturing plant west of Chicago. The structure is being erected at a total cost of $180,000. The cost of the original property was $130,000. Cigars and cigarettes for the Pacific Coast and Trans-Pacific trade are to be manufactured exclusively in the new plant. J. W. Whittaker is president and general manager of the Bollman Company, L. M. Gillim being secretary and treasurer.

"Tadema" cigars, manufactured by Arguelles Lopez & Brother, are carried in eight sizes by Blaufeld Brothers, of Louisville Ky. Two of these sizes, both blunts, have just recently been added.

KEY WEST KLIPS

E. H. Gato Cigar Company Fairly Busy—"Mi Favorita" Doing Satisfactory Business—Ruy Lopez Factory Better Than for Some Time

Key West, April 10, 1916.

THE cigar manufacturers of Key West have nothing especially to be particularly optimistic about, and yet there is a feeling here that better times are in store for them, and that this year will prove a better one than they enjoyed in 1915.

The E. H. Gato Cigar Company are working their fair share of cigarmakers in their temporary factory in the old Cortez plant, and plan to take on more space in the near future. It is possible that they will add the adjoining factory to the building they are now in, and remain there for some time to come. They state that no definite decision has yet been reached about building a new plant for them.

News reached here a few days ago that Mr. Frank Gato had been hurt in an automobile accident in Havana, but advices proved that his injury was slight.

Vivian Meyers, of the Cortez Cigar Company left here last Monday for Savannah, after a week's stay at the factory. Mr. Meyers came over from Havana, where he had been looking over the new crop, and he stated that their business was shaping up most satisfactorily.

Mr. Arnold of the Mi Favorita Cigar Company, states that they are doing a fairly satisfactory business, and that he is convinced that their bonded product of "Mi Favorita" clear Havana cigars will continue to find favor with discriminating smokers.

F. Fleitas, maker of the "Homerica" brand, is at present in the New York and Philadelphia markets and has closed several nice deals during the past few days.

John Wardlow, of the Ruy Lopez factory, says that their business is in better shape than it has been for some months, and he is confidently looking for further improvement. They have been getting some excellent orders from their salesmen during the last week. Mr. Wardlow has been suffering with his eyesight and expects to go North in a few days for expert treatment.

F. Torre y Ca. report some heavy shipments of their mild Havana cigars, "Americus," to the Pacific Coast. San Francisco has taken up this brand in great shape, and altogether the factory has about doubled its output on the goods.

Oversea.

F. Lozano & Company to Build Factory Addition

F. Lozano & Company will break ground on April 18th for a big addition to their factory on Twentieth Street in Tampa, and at the same time will remodel their present plant.

The addition will be two stories and basement, 22 feet by 70 feet, and when all the work is completed the factory will be a gem in every respect. The plans provide for spacious private offices for the members of the firm, for a fireproof storage cellar for tobacco, which will hold at least 1000 bales, and for a splendid blending room, as well as additional space for seating cigarmakers.

TOBACCO LEAF BOARD OF TRADE ELECTS OFFICERS AND DELEGATES

(*Continued from Page 13*)

terest you to learn that it was full of problems which needed the serious attention of your Trustees.

"The Committee appointed at the last annual convention of the National Cigar Leaf Tobacco Association to fight the proposed increases of freight rates has, under the able leadership of Mr. Kincaid, Chairman of the Committee, presented such forceful arguments, compiled with the assistance of New York members of said Committee, that we were successful to have the Interstate Commerce Commission decide in our favor. What this victory means can best be illustrated that if the railroads had gained their case it would have meant an increase of more than forty per cent. over the present rates.

"Another victory for the Trade is the favorable decision of the United States Supreme Court in the coupon case, by which the States of Florida and Washington were upheld in their taxation schemes of coupon privileges. This decision now paves the way for other States to legislate against the coupon evil and gives opportunity to the cigar interests to continue their propaganda in the State Legislatures.

"A recommendation made to the members to stamp, or have permanently printed on their stationery the device: 'Member of the Leaf Tobacco Board of Trade of the City of New York' has only been adopted by a few, and I cannot emphasize too strongly that no member should neglect to have this notice on his letter-heads. It would form the initial step in announcing to the trade that a membership in our Organization stands for something. And if, as will be recommended to them, the National Cigar Leaf Tobacco Association adopts a similar slogan, to read: 'Members of the Nation Cigar Leaf Tobacco Association and governed by its rules and regulations', a step in the direction of heading off abuses committed by some, is launched and can open the way to bring forcibly before merchants the fact that the Association stands for everything that is clean in merchandising, and that its members expect a reciprocal treatment by its customers.

"Another recommendation which your Trustees placed on record is that invoices should read: 'Sold under the rules of the Leaf Tobacco Board of Trade of the City of New York.' This is an excellent suggestion, for its use would tend to refer all matters of disputes to your Arbitration Committee, who more than once in the past have proven their ability to handle such matters to the entire satisfaction of the interested.

"I am now compelled to bring to the notice of the members an outline for the safeguarding of credits as I have laid the same before the Trustees. Much has been said from time to time in favor of the creation of something that would prevent unscrupulous merchants from taking undue advantage of easily obtained credits. I do not attempt to claim that the scheme will be practical in its entire scope, but in its essentials it is feasible, for it is based upon the assumption that the individual merchant who is asked to extend credit will possess the moral conviction that he has a right to know from first hand something about the financial strength and business methods of his proposed debtor.

"If the National Association will adopt a uniform blank of information, making its use obligatory—if an inquiry is desired—it would prove of immense value to its users and form the correct basis for estimating credits. A Committee has in charge the consideration of this proposal and may be ready to report to you; nothing would tend to greater benefit than a full discussion on this question. I annex copy of the enquiry blank and a copy of my original introductory remarks.

"You are no doubt fully aware of the tremendous amount of work which has been done up to now by the officers of the National Association to awaken the trade to the dangers of increased taxation on cigars, and while officially nothing has been made known as to the extent to which the tobacco industry may be subjected to stand a part of the burden of a general taxation scheme, we do know through most reliable channels that we are booked for additional taxes; it is therefore essential that no laxity shall be allowed to enter in the work of our Committees to ward off as much as possible the hardships of such legislation.

"We are most ably represented in Washington by Mr. Crounse, whose thorough knowledge of our trade wants has more than on one occasion won for us the day, and, assisted by a most able Committee, will leave nothing undone to try to successfully combat impending danger.

"Washington has been selected for the convention of the National Cigar Leaf Tobacco Association on May 8th-9th, and your trustees hope that, in addition to the delegates and alternates, a great many of the members will attend. A largely attended meeting was never more urgently desired. You can readily understand that a large representative gathering would make an excellent impression upon the many for whose benefit we come together, as well as to impress our Legislators with the fact that we represent large interests, not only in a material sense, but also in numerical strength.

"During the year a new satellite appeared on the horizon and took its place in the stellar system. A new and possibly guiding star made its appearance in the shape of the Tobacco Merchants Association. Launched under most conspicuous auspices and heralded by an elaborate prospectus, it has made its bow before the trade and offers its good services to its members, who can avail themselves of this privilege by subscribing a yearly fee, depending on its size and the generosity of its applicant, from $100 to $25 for cigar manufacturers and leaf dealers; down to $3 for retail cigar dealers. The association has begun its work and has in a short space of time accomplished some good. There is no doubt that if this association will obtain a large membership it can become a real representative body and will be able to accomplish some of the many inducements held out in their prospectus.

"But in this age of specialization, the general practitioner has to make room for the specialist, and it would be folly for the leaf tobacco interests to desert their organizations, which are so well versed in the special needs of their affairs, for an association which could not possibly have the understanding of their particular wants.

"However, I do believe that if the various trade organizations were represented by specially selected delegates in the Tobacco Merchants Association, much good could be accomplished in matters of common interest. It is for you to decide whether we should affiliate ourselves to that extent with this association.

"Unable to attend this meeting in person, being detained from doing so by affairs which need my attention elsewhere I desire to express my thanks for the hearty co-operation of the trustees in the year ended, and I cherish the hope that the coming year will be one of developments which may be of benefit to the entire trade.

Respectfully submitted,
Joseph Mendelsohn,
President."

Cleveland

"Herbert Tareyton" Featured in Many Windows—A. C. Wertheim Recuperating at Mt. Clemens—Fred Witte Says Box Trade is Good Now

Cleveland, O., April 12, 1916.

A. C. WERTHEIM, of Shields-Wertheim Company, is at Mt. Clemens, taking the baths and expects to remain for about three weeks.

Joe Klein, representing Lazaru Brothers, has been working the local trade for the past month putting his efforts in "Edgeworth". This brand has shown a remarkable increase through this territory in the last year. Mr. Klein expects to leave the first of the month for Michigan, where he will put on a campaign for the next six weeks.

Some very attractive window displays on "Herbert Tareyton" cigarettes and smoking tobacco are being displayed in some of the leading stores of the city.

Tom Crow, formerly with Frankel Brothers, Youngstown, O., is now with the Fred G. Golmar Cigar Company, in the "Stag" stand.

Ed Helm has just about completed one of the largest one-floor bowling alley and billiard parlors in the country. He will have twenty-eight alleys and also a complete cigar partment in connection.

A. P. Doran, local representative for J. B. Moos Company, reports business fine. Mr. Doran has been putting in some hard licks among his trade on "Palma Villa" brand, which is enjoying a nice business among the local trade.

Sam Cohn, of the Federal Bowling Alleys, reports his past winter's business ran away ahead of past years.

Abe Ressler, of the East 105 and Superior district, one of the old-timers in the neighborhood, reports his business has never been better notwithstanding that he has about twice the competition now he had a few years ago.

Joe Sachs, of the Adams Hotel stand on the Public Square, one of the busiest spots in the city, says he can't complain about business, as it was never better. He is looking forward to a big summer business.

Fred G. Golmar Cigar Company have taken on the "Juan De Fuca" line of the Main Cigar Company. Mr. Pyle, formerly of the Pyle & Allen Company, is their representative. All cigar dealers in the vicinity of the baseball park are stocking up for the summer business as the season opens here today.

M. Kuhlman has just opened a large bowling and billiard parlor at 5410 Broadway. Mr. Kuhlman has given much time to his cigar department and carries a very large stock of Havana and domestic cigars.

M. E. Loeb, Pennsylvania representative for the Shields-Wertheim Company, was in the factory over Saturday of last week.

Archie La Pointe, of Walzer & La Pointe, of Mt. Clemens, Mich., was a recent visitor at the "La Saramita" factory. Mr. La Pointe is running for city treasurer of Mt. Clemens, and from all reports he will be elected hands down.

Recent visitors in town were Tom Branyon, of Escalaite Company; Frank Lopez, of Garcia & Vega; Sidney Kahen, of E. Regensberg Company; Ed Wodiska, of Corral, Wodiska & Company; Sig Mayer, of Sig C. Mayer Company; J. B. Wertheim, of E. M. Schwarz Company; Fred Nichols, of El Draco Cigar Manufacturing Company.

Dick.

Trade Jottings

The "Lucius" cigar of Ryan & Raphael has been added to the stock of Joseph T. Snyder, Buffalo, N. Y.

The cigar business of J. A. Wright, No. 1 North Fair Oaks Avenue, Pasadena, Cal., has been taken over by D. M. Callahan.

The distribution of the "Rodena" cigar in Western New York, manufactured by Lincoln & Ulmer, has been secured by Hill, Waite & Williams, Rochester, N. Y.

The first annual banquet of the Detroit Independent Retail Cigar Dealers' Association, was held in that city Tuesday evening, April 11th, at the Alt Heidelberg, at 7 P. M.

The Schubert Cigar Company, Boston, Mass., announces the appointment of Charles F. Coughlin, as a member of their sales force. Mr. Coughlin was formerly identified with H. Traiser & Company.

For the purpose of introducing the "New Mission" cigar, which he placed in Indianapolis a short time ago, F. J. Lentz, of the J. C. Newman Cigar Company, spent eight or ten days recently among the trade.

Percy H. Myers, who is traveling the territory formerly covered by Albert Calish, of the Cortez Cigar Company, Key West, Fla., is reported to be sending the company some pleasing orders on "Hernan Cortez" and "Maxine Elliott" cigars.

M. & H. Brown, Chicago, Ill., have just secured a five years' lease on the property located on the southeast corner of Clark and Chicago Avenues, that city. Messrs. Brown, who already control three other stores on the North Side, plan to remodel the structure.

Local distributors of the "Tom Keene" and "Lawrence Barrett" cigars in Minneapolis, Minn., were recently in receipt of a visit from Frank W. Harwood, advertising manager of the Bondy & Lederer branch of the United Cigar Manufacturers Company, in the interests of the brands.

Marcus Jaskulek, leaf dealer, Cleveland, O., is to occupy new quarters shortly at 1037 Walnut Avenue, that city. He is now located at 1022 St. Clair Avenue, Northeast. Removal is made necessary by increasing business which demands more extensive facilities for its proper handling.

In line with its policy to abandon the retail business, the William A. Stickney Cigar Company, Salt Lake City, has just disposed of its retail store at Main and South Second Streets to the Hemenway & Moser Company. This is the third retail store sold by the Stickney concern within a short period.

In anticipation of the visit of President R. M. C. Glenn, of Seidenberg & Company, in the interests of the "El Roi-Tan" cigar, which the company manufactures, to the Rosenfeld-Smith Company, Portland, Ore., local and State distributors for the brand, the latter company did some excellent work among its retailers on the "El Roi-Tan" recently, in the matter of attractively arranged window displays.

The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, April 8, 1916.

THERE has been quite a change in our market, during the second half of March, as a strong demand set in by the exporters to Europe, who received orders for more goods that our market contained, of the low grades of Remedios, so that colas of Vuelta Abajo, which the cigarette manufacturers were reluctant to purchase, were also acquired for the European market. The shortage of available tonnage has been the principal drawback, as there is only one Dutch steamer per month from here, via New Orleans, while from New York no freight can be engaged before the month of June at the earliest. Besides Denmark, which formerly placed no restrictions upon the free importation of tobacco and cigars, has of late taken the matter in hand, and all shipments are controlled by the government, that is to say, any shipper will have to apply for a permit from the government, and if this should be granted, then this permit will have to be vised by the British Ambassador at Washington, in order to be assured, in case of seizure of the vessel, that the goods will not be confiscated by the British government.

As long as the British government has not declared tobacco and cigars, as contraband of war, it is hard to understand, why such measures should be taken to harass legitimate trade between neutral countries, because even, if part of these goods might possibly find their way into Germany, it could only redound to the benefit of the British, as it would weaken the financial ability of Germany. Tobacco cannot be eaten, therefore not coming under the foodstuffs, which are declared as contraband, no just reason exists to deprive the neutral nations from trading, particularly as the British markets have been closed to us.

The demand from the United States during the fortnight has been only moderate, also from South America, and the local cigarette manufacturers have neither operated to any large extent, while our cigar manufacturers are more than enough supplied with stocks of leaf tobacco, owing to the shrunken demand for our cigars. Prices are very firmly held and have advanced sharply for all good classes of leaf, and also particularly for the low grades, for export to Europe.

There is no news from the country, as regards the new crop, as the drought still continues, and the farmers cannot take down their leaf from the poles, bundle it and throw the latter into piles, in order to start the escogida, when the fermentation process should be completed. We had a light shower all over the island on April 3rd, but as since then the dry weather set in again, it did not do any good to speak of. The harvest is completed at all events, and there is no more tobacco growing in the fields.

Sales during the fortnight totaled 15,474 bales, which consisted of: Vuelta Abajo and Semi Vuelta; 6616; Partido, 951, and Remedios, 7907 bales.

Buyers were: American, 3755; exporters to Europe, 8808; shippers to South America, 390, and our local cigarette manufacturers, 2521 bales.

Receipts of Leaf Tobacco From the Country

	For two weeks ending March 31, 1916.		Since January 1, 1916.	
Vuelta Abajo	1,849	bales	8,127	bales
Semi Vuelta	82	"	917	"
Partido	100	"	523	"
Remedios	1,893	"	11,983	"
Oriente	.....	"	2,494	"
Total	3,924	"	24,044	"

Exports of leaf tobacco, from the port of Havana, for the two weeks ending April 3, 1916, totaled 19,151 bales, and which were consigned to the following countries, viz.: To all ports of the United States, 9779; to Canada, 72; to the Netherlands, 8036; to Gibraltar, 44; to the North Coast of Africa, 40; to Mexico, 50; to the Argentine Republic, 871; to Uruguay, 64, and to Chile, 195 bales.

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Jose Negreira, of Jose Negreia; and Richard Sichel, of B. Rosenblueth.

From Tampa: Francisco Arango, of Francisco Arango & Company; Bernabe Diaz, of F. Lozano, Son & Company; E. Henriquez, of the Erlich Manufacturing Company; Andres Diaz, of Andres Diaz & Company; and Antonio Rico, of Antonio Rico.

Returned—Ramon Aixala, of Aixala & Company; Ramon Navas, the well-known leaf broker; and Valeriano Gutierrez, the representative of Hija de Jose Gener for the United States and Europe.

Departures—To New York: Jose Negreira, Richard Sichel, Jose M. Diaz and Antero Prieto.

To Tampa: Andres Diaz, Bernabe Diaz, E. Henriquez and Antonio Rico.

To Chicago: Walter Sutter.

Cigars

Business in our cigar factories has quited down perceptibly, and as long as the embargo on our shipments to Great Britain will last, there is no hope of any improvement for some time to come. The demand from the United States, and in fact from all countries is usually slack at this time of the year, but it has been aggravated by the absence of the English orders. The few of our large factories may be able to get along, in a fashion, but the outlook for the smaller concerns is indeed disheartening, as the home demand, while helping somewhat, does not leave enough of a profit to support as many factories as are existing.

The exports of cigars from the port of Havana, for the month of March, still show an increase over last year, but April is bound to show a considerable falling off, and which will continue until the British markets shall be opened again. We now submit the usual monthly statistics, as per our official custom house returns, as follows, viz.:

From March 1 to March 31, 1916	13,546,649 cigars
From March 1 to March 31, 1915	10,892,605 "
Increase during the month of March, 1916	2,654,044 "

Increases by countries in March, 1916, as compared with March, 1915:

Great Britain	4,675,880 cigars
United States	64,117 "
Canary Islands	34,075 "
Panama	29,777 "
French Africa	24,000 "
Denmark	20,000 "
Total	4,847,849 "

Decreases in March, 1916, as compared with March, 1915:

France	1,227,775 cigars
Australia	218,380 "
Spain	200,650 "
Canada	167,800 "
Italy	96,000 "
Argentine Republic	74,065 "
Spanish Africa	62,150 "
British Africa	33,000 "
Egypt	29,200 "
Uruguay	24,000 "
Portugal	19,100 "
Total	2,152,260 "

Exports from January 1 to March 31, 1916	35,182,043 cigars
Exports from January 1 to March 31, 1915	24,154,441 "
Total increase during the first three months of 1916	11,027,602 "

Comparison of the ten principal countries, which in 1915 imported over one million cigars from us:

	Increases in March, 1916.
Great Britain	9,515,913 cigars
Denmark	1,510,670 "
United States	1,180,672 "
Chile	301,675 "
Spain	266,841 "
Argentine Republic	228,727 "
Total	13,004,498 "

	Decreases in March, 1916.
France	1,299,550 cigars
Canada	257,450 "
Netherlands	148,300 "
Australia	137,966 "
Total	1,843,266 "

Romeo y Julieta received a cable today from one of its London customers, stating that the government did not intend to raise the duty on cigars. This would be excellent news, if the market was open, while now it is only an encouraging sign for the future, when the embargo should be lifted again. Romeo y Julieta is working well.

Partagas is also as busy as circumstances will permit for the open countries.

Por Larranaga, Punch, H. Upmann, Sol and Devesa de Murias are working normally.

Leaf Tobacco

Manuel A. Suarez & Ca., besides their ancient warehouse, 39 and 41 Figuras Street, well known to every leaf buyer, who has come to Havana for the last thirty years, have also rented the big warehouse at 114 Monte Street, which runs through to Tenerife Street, therefore forming an angle, like a T, and as they have an outlet upon three streets, they are able to receive and deliver tobacco at the same time, without any inconvenience. They can also let different buyers register tobacco in three different patios at one time. They sold 837 bales of Vuelta Abajo and Remedios during the past fortnight.

The business contract of Herrera, Calmet & Company having expired, and as they had sold the remainder of their stocks, about 500 bales, they have closed their office and warehouse, 41 Dragones Street.

Sierra & Martinez have also dissolved, and formed a new firm under the style of Sierra & Diez, and of which the general partners are: Venancio Sierra Garayalde, and Manuel Diez Ortega, and the silent ones, Bernardo Mazon San Pedro, and Pedro Martinez Gonzalez.

The principal buyers were: Leslie Pantin, 2475 bales; Mark A. Pollack, 2057 bales; J. F. Berndes & Company, 1791 bales; Walter Sutter & Company, 1485 bales; Hija de Jose Gener, 1103 bales; El Cuno 1000 bales; L. Lozano Son & Company, 600 bales; J. Bernheim & Son, 575 bales; Corral, Wodiska & Company, 430 bales, and Kaiser & Boasberg, 300 bales.

The principal sellers were: M. Abella & Company, 1200 bales; Perez Hermanos, 1182 bales; Muniz Hermanos, 900 bales; Candido Obeso, 815 bales; Jose C. Puente & Company, 812 bales; Cameja & La Paz, 728 bales; Rodriguez, Mendez & Company, 577 bales; Celestino Medio, 575 bales; Lozano & Miguel, 529 bales; Jose Diaz Longo, 510 bales; Aixala & Company, 500 bales; Gutierrez & Foyo, 475 bales; Jose F. Rocha, 461 bales; Solgas & Company, 452 bales; Sierra & Diez, 385 bales; I. Kaffenburgh & Sons, 300 bales, and Gonzales Hermanos & Company, 200 bales.

The principal shippers of leaf tobacco from the port of Havana, during the last fortnight, above 200 bales, were: Mark A. Pollack, 2461 bales; Leslie Pantin, 2412 bales; J. F. Berndes & Company, 1791 bales; Cuban Land and Leaf Tobacco Company, 1606 bales; Virgilio Suarez, 1504 bales; Salvador Garcia, 1000 bales; Manuel Suarez, 877 bales; Walter Sutter & Company, 764 bales; J. Bernheim & Son, 744 bales; Ernest Ellinger & Company, 663 bales; Havana Tobacco Export Company, 595 bales; Diego Gastardi, 468 bales; Rodriguez, Mendez & Company, 419 bales; Maximilian Stern, 366 bales; Perez, Capin & Company, 359 bales; Jose Suarez & Company, 358 bales; Y. Pendas & Alvarez, 313 bales; Menendez & Company, 265 bales; Greenhall Brothers, 230 bales.

Oretaniv.

Deaths in the Trade

Hobart Ahrens

Hobart Ahrens died at his home, 232 Walnut Street, Richmond Hill, during the past fortnight following a brief illness. At the time of his death Mr. Ahrens was identified with S. Anargyros, the well-known cigarette manufacturers, his position being that of a department manager. Some twenty years or more ago he entered the shipping department of the American Tobacco Company, where promotion followed promotion. Following the dissolution of the American Tobacco Company and the re-organization of the subsidiary concerns, he was transferred to the S. Anargyros Company, with whom he remained until his death. The deceased was a man of fine ability and was well liked by those whose good fortune it was to know him. He was also an athlete in addition to being an excellent musician.

Charles G. Peper

Charles G. Peper, vice-president of the Christian Peper Tobacco Company, St. Louis, Mo., and for more than thirty years an officer of the company, died suddenly at his home in that city during the past fortnight, as the result of an attack of heart disease. Mr. Peper, who was a son of the late Christian Peper, founder of the firm, was a director of the company also, having filled that office since 1902, at which time the company was incorporated. He was fifty-nine years old.

Milton F. Smith

Milton F. Smith died at his home in Red Lion, Pa., during the past week from a complication of diseases. Mr. Smith, who was seventy-one years of age, was the first man to start cigar manufacturing in York County. He was one of Red Lion's most prominent citizens, and is survived by a widow, three sons and a daughter.

Edwin K. Bear

Edwin K. Bear, a leaf tobacco dealer of Warwick, Pa., died at the General Hospital in Lancaster, Pa., during the past fortnight, from the effects of an operation performed several weeks ago. Mr. Bear, who has been engaged in the leaf tobacco business for some time, was fifty-six years old. He is survived by a wife and one son.

John L. Miller

At Westfield, Mass., recently John L. Miller succumbed in the Noble Hospital to an attack of acute indigestion. Mr. Miller until six years ago was a resident of Malden. There he was engaged in the cigar manufacturing business. He was eighty-two years old, being survived by a son and daughter and four grandchildren.

Leo Schirmeyer

At his home recently, in Fort Wayne, Ind., Leo G. Schirmeyer, member of Schirmeyer Brothers Cigar Company, of that city, died following a six weeks' illness. Mr. Schirmeyer was a prominent figure in local business circles and was thirty-five years old. He is survived by one son, his parents, and five brothers and sisters.

Leopold Schubert Dead

Leopold Schubert, of the Schubert Cigar Company, Boston, Mass., died recently, his death being the termination of several months' illness. The sympathy of the trade is extended to the family of the deceased, who was well known throughout the fraternity. Mr. Schubert is survived by his widow, five brothers and sisters.

Flint B. Aniba

An illness of several weeks following a nervous breakdown, resulted recently at a sanitarium in Minneapolis, Minn., in the death of Flint B. Aniba. Mr. Aniba was identified with the G. J. Johnson Cigar Company, of Grand Rapids, Mich., in the capacity of salesman. His connection with the Johnson Company covered a period of eighteen years. The greater portion of this period was given to traveling the trade of Minneapolis and Northwestern territory. The deceased was forty years old. He is survived by Mrs. Aniba.

Hart B. Cushman, Pioneer Tobacconist, Dead

Hart B. Cushman died at his home in Flemingsburg, Ky., during the past fortnight. Not only was Mr. Cushman, one of the pioneers in the tobacco business in that section of the country, but he was numbered among the successful dealers as well. The deceased was also a veteran of the Cincinnati breaks. He was seventy-eight years old.

Lee Cohn

Lee Cohn died recently at the German Hospital in New York City. Mr. Cohn was in his fiftieth year. He was formerly a member of the firm of Louis S. Cohn & Company, wholesale tobacco merchants of Butte, Mont.

Ninth Internal Revenue District Thriving

For the month just past, receipts totalling $102,720.66 are reported by the York Pa., post office of the Ninth Internal Revenue District. Of this amount, cigar manufacturers paid in for stamps the sum of $93,650.92, almost $1000 more than for the month preceding, and an increase of $22,456.21 over the same period in 1915. Nine new cigar and tobacco factories were opened in the Ninth District during the past month.

Chicago Salesman Transferred

The P. Lorillard Tobacco Company announces that Don M. Phillips, who for the last three years has been doing field work for the company, exploiting its cigarette line in Chicago territory, has been transferred to the Nebraska and Iowa territory of the concern. Here Mr. Phillips will continue to devote his time to specialty work on cigarettes, concentrating particular attention on the Lorillard "Tiger", 20 for 10 cents. This, however, will not preclude his handling the other cigarette lines of the company.

Gans & Lasbury Absorb Joseph S. Gans & Son

Gans & Lasbury recently entered into partnership for the purpose of dealing in and packing Connecticut broad leaf and Havana seed tobacco. They have opened an office at 205 State Street, Hartford, Conn. Joseph S. Gans & Son, formerly doing business in New York, are absorbed under the arrangement.

Revere Company in Bankruptcy

The Revere Cigar Company, Detroit, Mich., which has been operating a factory in that city for the past six months or so, has filed a petition in bankruptcy. The stated assets of the company are listed at $21,314.59, including stock and machinery. The liabilities of the company are given as $13,898.45.

The Parker-Gordon Cigar Company, St. Louis, Mo., is now doing business in its new quarters at 105 North Eighth Street, that city.

RETAIL KINKLES

Catchy Schemes Used Successfully By Thinking Men To Improve, Enlarge and Popularize Their Business . . .

The opening of the regular baseball schedule on Wednesday of this week affords opportunity for many cigar and tobacco dealers to increase the size and profit of their business.

Profits from Baseball

There are many ways by which this can be accomplished, and the score by innings, strike-outs, pitchers, and base-hits forms a magnet that will attract a desirable patronage, especially throughout the residential districts.

In many localities, the box scores of the local games are given, with the final results of all games played, showing the batteries, hits and errors of each team, and these score cards are distributed each evening to subscribers.

Opinions differ as to whether these score cards should be placed in the windows or remain on the inside of the store, so that a customer would be compelled to enter the store in order to obtain the desired information. In any event, the fact that the information can be obtained at a given store is soon within the knowledge of the public, and it is a slothful merchant who does not take advantage of this service of score cards to present the merits of his products to the smoker.

Whether the score card remains inside the building, in the window or on a bulletin-board outside, there is splendid opportunity to display goods that will present a strong appeal to the buying public.

If a stranger enters in quest of a certain brand and it is not carried in stock, show a willingness to have these on hand for him if he will be interested in even a small quantity a day or week, and if he seems interested in the great National Pastime, it is a safe bet that a remark concerning the abilities of any one of the prominent players will pave the way for the removal of that "stranger" feeling, and by the use of a little tact the casual "dropper-in" can be made to feel at home and a welcome member of the circle.

* * *

It is the belief of many aspiring writers that editors lie in wait for the annihilation of any who dare attempt the offering of sundry words coupled together under the heading of "poetry", so we have decided to adhere strictly to the practical, and set forth the success of a cigar and tobacco dealer who conceived the idea of securing the trade of the men, and the good will of the women by hanging and recovering the screen doors for his customers located in his vicinity.

Co-operation for Business

Let none idly insinuate that the dealer himself had the time or patience to attend to these annual exercises, for this feature of the plan was cared for by the son of the dealer, who had spent a term in a manual training school, and for each number of doors re-covered or hung a ticket to the Saturday afternoon baseball game was his reward.

As a means to effect the quick realization of this plan, the patrons of the cigar store were required to purchase cigars in quantities of twenty-five or more, smoking tobacco in half-pound packages or more, and cigarettes in quanties of two hundred and fifty or more. Each dollar's worth purchased, represented a coupon, and a required number of coupons was necessary to effect a closing of the deal.

For a "Quick Sales and Small Profit" plan, the one adopted last year by a cigar and tobacco merchant resulted in benefits for the full twelve months. This plan was none other, than the presentation of a fair-sized Easter egg, bearing the name of a child, who, by force of circumstances, was likely to be overlooked in the distribution of the Easter baskets and bunnies, to each customer who purchased cigars in quantities of twenty-five.

Quick Sales

The location where this plan was inaugurated possessed many families that had met with reverses owing to a serious fire that had destroyed the plant where many of the male members of the community had been employed. This charitably inclined dealer immediately seized upon this method of remembering the children in the families visited by the misfortune, and instead of permitting the day to pass quietly they were visited by committees who, actuated by the plan of helpfulness suggested by the tobacconist, made it a season of cheer and joy.

When the plant was again in working order, it was small wonder that the merchant who had helped to remember them in their misfortune should be remembered by a generous share of their patronage, when the necessary funds were in hand for smokes.

* * *

Apropos of the near approach of the Spring Holiday season, there is a cigar and tobacco dealer who will require assistance in delivering Easter lillies, palms, and other appropriate flowers in vogue at this period.

Flowers for Premiums

Knowing the fondness of most women for flowers, this dealer advertised through the medium of the newspapers and personally addressed letters, that for the return of a given number of coupons, there would be delivered to their homes between Palm and Easter Sundays, such of the flowers his list called for, if the coupons were redeemed on or before April 10th.

The men, too, were no less wise, for it's far better to pay for an Easter bunch of potted flowers by cigar and tobacco coupons, than to be compelled to "dig" just about the time the bills are coming in for millinery and other articles of feminine wearing apparel.

* * *

It is a recognized fact, that the number of women who enjoy the fragrance of a good cigar is increasing rapidly, but just how much of this enjoyment is made possible by the premiums which are distributed by cigar dealers it is impossible to say. Certain it is, however, that those dealers who have offered tatting outfits for the return of a given number of coupons or cash register sales slips, representing goods purchased at their store, have met with continued prosperity. While it is true that few women make the purchases themselves, the good will of the women of a community is a mighty big asset to the purveyor of the "weed" and its allied departments.

Good Will

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

LANCASTER STOGIE COMPANY,
MANUFACTURERS OF HIGH GRADE STOGIES,
120 Water St., Lancaster, Pa.

For Sale.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 171 Water Street, New York.

A REAL CHANCE FOR A WORKING FACTORY

FOR SALE—The owners of a long-established high-grade cigar factory in First District of Pennsylvania, making five-cent and ten-cent brands with wide distribution, are desirous of selling same, owing to pressure of other interests. Will make a big sacrifice to responsible parties with sufficient capital to take hold of proposition. $20,000 needed. Triflers will receive no attention. Address in confidence. Box 26, "Tobacco World," 236 Chestnut Street, Philadelphia, Pa.

CONNECTICUT BROADLEAF—27 cases 1914 crop; fine quality; nicely assorted and sweated. Linde samples. Fred E. Field, Somers, Conn.

Help Wanted.

LEAF TOBACCO SALESMAN—Covering Middle West and Southern territory, desiring good paying side line, write to Box 109, "Tobacco World."

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

Situation Wanted.

POSITION WANTED—By experienced cigar foreman. Thoroughly understands the cigar manufacturing line. Team, hand or mold work. Best references. Box 111, "Tobacco World."

STRIPPER FOREMAN—Am open for position; city or country; best references. Address, J. Greenfield, 10 South Perry Street, Poughkeepsie, N. Y.

"El Dallo" a Hit in Kansas City

The I. Denebeim Cigar Company, Kansas City, Mo., local distributor for the well-known "El Dallo" cigar, manufactured by Wertheimer Brothers, Baltimore, Md., states that they have been successful in placing this brand among the majority of the retailers of their home city. They report that the sales on this brand last month achieved quite a record.

Nectar Cigarette Company, Incorporated

For the purpose of manufacturing and dealing in tobacco, cigarettes, snuff, pipes, etc., the Nectar Cigarette Company, Incorporated, of New York, was recently incorporated with a capital of $100,000. The incorporators are named as follows: N. E. Marcoglori, 44 Lispenard Street, F. H. Kellogg and M. D. Barnes, 55 Liberty Street, all of New York City.

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

Whip
Ready Rolled Tobacco
"Whip" Sales Are Jumping
Get your share of "WHIP" sales. Whip sells because it's so good. Make a window display of it and watch your sales jump.
Write for Window Display Suggestions
5c tins, 10c tins, and handsome one-lb. humidors.
PATTERSON TOBACCO CO., Inc.
RICHMOND, VA.
Makers also of "Queed" in the big 10c tins
WHIP
FOR PIPE SMOKING

A Progressive Portland, Oregon, Merchant

The following incident reveals the "up-to-the-minute" policy which characterizes J. E. Donovan, head of the Railway Exchange Cigar Company's chain of stores, Portland, Ore., in his management and direction of the various branches of the company. When other retailers and jobbers of Portland knew of the new "Velvet Smokarols" and pipes, only by the publicity which the Liggett & Myers Tobacco Company was giving to its new form of tobacco and pipes through newspapers, trade papers and magazines, Mr. Donovan quietly secured a case of these latest products of the company and offered them for sale in Portland. His sales on the same, the first day, totalled the number of 100.

"Cinco" Display in Cleveland

"'Cinco' Cigars: A Half-Million Sold Every Day." These words appearing on a large sign in the store window of D. O. Hass located in the American Trust Building, Cleveland, O., formed the basis of an attractive window display of "Cinco" cigars recently. Cans and boxes of these cigars, which as everyone knows are manufactured by Eisenlohr Brothers, of Philadelphia, were well grouped and cleverly arranged around the large sign, the whole forming a decidedly attractive display.

The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

Tobacco Merchants Association of the U. S.

NEW REGISTRATIONS.

VALLI VALLI:—39,610. For cigars, cigarettes, cheroots and tobacco. March 11, 1916. American Lithographic Company, New York, N. Y.

IMPORT RUSSIAN EAGLE:—39,611. For cigarettes. March 29, 1916. Nicholas Tretianoff, New York, N. Y.

101:—39,612. For smoking tobacco, cigars and cigarettes. January 27, 1916. Louis P. Sanders, New York, N. Y.

H. P. W., JR.:—39,613. For cigars, cigarettes, cheroots and tobacco mixtures. March 27, 1916. Horace Le Gris, New York, N. Y.

EL-Q-BAN:—39,614. For cigars. February 29, 1916. Joseph Simon & Sons, Cedar Rapids, Ia.

HYDE PARK SMOKING MIXTURE—A MIXTURE WITHOUT TEETH:—39,615. For all kinds of smoking tobaccos, other than cigars. March 28, 1916. The Stearn Company, New York, N. Y.

THE NEW SIBLEY COURT HOUSE:—39,616. For cigars, cigarettes and tobacco. March 18, 1916. Santos Diego, Gaylord, Minn.

LA FRAGMENTA:—39,617. For cigars. April 3, 1916. Weiss & Hazlewood, New York, N. Y.

1 + 1:—39,618. For smoking tobacco, cigars and cigarettes. March 9, 1916. Louis P. Sanders, New York, N. Y.

VERY-GOOD-EDDY:—39,619. For cigars, cigarettes, cheroots and tobaccos. February 1, 1916. American Lithographic Company, New York, N. Y.

INTERPOLATE:—39,620. For cigars, cigarettes, cheroots and tobaccos. March 23, 1916. American Lithographic Company, New York, N. Y.

JUST HATCHED:—39,621. For cigars, cigarettes and tobacco. March 17, 1916. George Schlegel, New York, N. Y.

NAJLA:—39,622. For cigarettes and tobacco. March 15, 1916. A. N. Barson & Co., N. Y.

SAVACENT:—39,623. For cigars. March 31, 1916. Cayey-Caguas Tobacco Co., New York, N. Y.

ALFONSO PEREZ Y CA.:—39,624. For cigars, cigarettes and tobacco. April 3, 1916. M. Landeck, New York, N. Y.

RIVERSIDE:—39,625. For smoking pipes. March 31, 1916. Manhattan Briar Pipe Co., Brooklyn, N. Y.

HAMLET Y OFELIA:—39,627. For cigars, cigarettes and tobacco. March 27, 1916. Gustave A. Mueller, Chicago, Ill.

RADIUM:—39,628. For cigarette-paper books. March 31, 1916. Aganemnon Poulo, New York, N. Y.

FLOR DE HAYNIE:—39,629. For cigars. April 4, 1916. W. W. Haynie, Dallas, Tex.

BEST MADE:—39,631. For cigars. April 4, 1916. W. W. Haynie, Dallas, Tex.

A VISIT TO CUBA:—39,630. For cigars. April 4, 1916. W. W. Haynie, Dallas, Tex.

VAL ROMA:—39,632. For cigars, cigarettes, cheroots and tobacco. March 18, 1916. American Lithographic Co., New York, N. Y.

SPLASH:—39,633. For cigars and cigarettes. March 30, 1916. American Lithographic Co., New York, N. Y. (Originally registered by Geo. S. Harris & Sons, July 8, 1889.)

HAYNIE'S SPECIAL:—39,637. For cigars. April 1, 1916. W. W. Haynie, Dallas, Tex. (Originally registered by W. W. Haynie, Dansville, Va., March 23, 1899.)

NEWTON D. BAKER:—39,638. For cigars, cigarettes, cheroots and tobacco. April 1, 1916. American Lithographic Co., New York, N. Y.

TRANSFERRED REGISTRATION.

ELORA:—22,375. (U. S. Tobacco Journal.) For cigars. March 24, 1900. Oscar C. Hene & Co., New York, N. Y., to E. M. Schwarz & Co., New York, N. Y., on March 29, 1916.

Changes in Sales Staff of U. C. M. Co.

Recent changes in the sales staff of the United Cigar Manufacturers Company resulted in Louis Tropauer abandoning his East Side territory to take over the Brooklyn territory previously covered by F. Bittner, who has gone to Colorado. The territory on the upper West Side above Forty-second Street is now covered by A. Lichtenstein. This was formerly in charge of J. W. Esberg, now directing a campaign on "Robert Burns" and "Little Bobbies" at Rochester, N. Y. Louis Kimmel has been taken from the retail store at John Street and Broadway to travel the East Side territory made vacant by the transfer of Louis Tropauer.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., OF "THE TOBACCO WORLD", PUBLISHED SEMI-MONTHLY AT PHILADELPHIA.

Required by the Postal Laws and Regulations.

By the Act of August 24, 1912.

Name of Editor—J. Lawton Kendrick, 236 Chestnut St., Phila., Pa.
Managing Editor—J. Lawton Kendrick, 236 Chestnut St., Phila., Pa.
Business Manager—H. B. Hankins, 236 Chestnut St., Phila., Pa.
Publisher—Tobacco World Corporation, 236 Chestnut St., Phila., Pa.
Owners—J. Lawton Kendrick, K. G. Kendrick, 236 Chestnut St., and Estate of S. A. Wolf, Seventh and Sansom Sts., Phila., Pa.
Known bondholders, mortgagees and other security holders, holding one per cent. or more of total amount of bonds, mortgages, or other securities: None.

(Signed) J. LAWTON KENDRICK.

Sworn to and subscribed before me this 8th day of April, 1916.

JOHN M. HOLTON,
(Seal) Notary Public.

(My commission expires March 1, 1919.)

Compañía Litográfica De La Habana
Oficina Principal, San José No. 23, Habana, Cuba
Manufacturers of
FINEST QUALITY IMPORTED
Cigar Box Labels, Bands and Trimmings
Show Cards and Advertising Materials
GARRETT H. SMITH, 106 E. 19th St., New York
Sole Agent United States and Canada

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
212-222 WEST 18TH STREET NEW YORK

A FACT The Successful *Cigar Manufacturer* of today, is one who *resweats* his tobacco, he uses the *Perfect System. Why Not You?* Our demonstrating room is open for your inspection.
Of course we do resweating for the Particular Manufacturer
The Perfect Humidifying Company
Succeeding Elmer H. Hope Company
237 N. Fourth Street PHILADELPHIA, PA.

JOSE F. ROCHA Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.

IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.

Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.

Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania

151 North 3d St., Philadelphia

For Quick Results

try The World's "Want Page"

A. Cohn & Company

Importers of Havana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra

142 Water Street, . . . New York

Established 1870 Factory No. 79

S. R. KOCHER

Manufacturer of Fine Havana and Domestic Cigars and Packer of Leaf Tobacco

Leading brands—"Volitta," "Quaker," "Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"

Correspondence with wholesale and jobbing trade invited

Factory and Offices: WRIGHTSVILLE, PA.

MANUEL MUNIZ HILARIO MUNIZ
VENANCIO DIAZ, Special Partner

MUNIZ HERMANOS
S en C

Growers and Dealers of
VUELTA ABAJO, PARTIDO
AND REMEDIOS TOBACCO

Reina 20, Havana

CABLE: "Angel" Havana P. O. Box 91

E. Rosenwald & Bro.

145 WATER STREET --- NEW YORK

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

JULIUS MARQUSEE, 141 Water Street, New York
Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3956 JOHN

Established 1890 Correspondence Solicited

KEYSTONE VARIETY WORKS
HANOVER, PENNA.

Cigar Ribbons, Silk Imitation and Muslinola Ribbon
Printed or Stamped in Gold or Silver

Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

CARDENAS y CIA Cable Address, "Nasdecar"

Almacen de Tabaco en Rama

SPECIALTY—VUELTA ABAJO AND ARTEMISA

126 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER

=Leaf Tobacco Merchant=

HAVANA, CUBA—Consulado 115

NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W

WM. WICKE RIBBON COMPANY

Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain

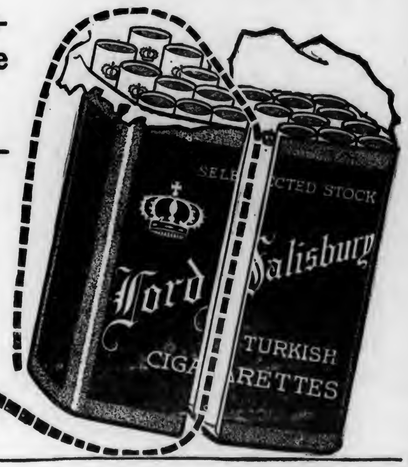
WOODHAVEN AVENUE, GLENDALE, NEW YORK

A also stands for Attention, Mr. Wide-awake Dealer.

Hook up with this novel, effective newspaper campaign and these Lord Salisbury ads will spell Sales and Profits for you. These ads are daily winning smokers to Lord Salisbury—and the Quality holds them.

Compare Lord Salisbury with any Turkish cigarette, at any price! The Quality is there—so is the Double Quantity.

No Premiums, Coupons or Costly Boxes—that's the answer.



Lord Salisbury

100% PURE TURKISH CIGARETTES

20 for 15¢ which means TEN EXTRA

Buy a package—Prove this to your own satisfaction. THE AMERICAN TOBACCO CO.

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK

MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.

CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

J. K. LEAMAN
Packer of and Dealer in **Leaf Tobacco**
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-in-Hand, Lancaster Co., Pa.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn — Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 — 196 WATER STREET, NEW YORK

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office: SAN MIGUEL 136 — Puerto Rico Warehouse: CAYEY — New York Office: 178 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.

Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sawed CIGAR BOXES, Go to — Established 1880
Keystone Cigar Box Co., Sellersville, Pa.
Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
MONROE D. SELLERS, SELLERSVILLE, PA.

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Michaelsen & Prasse
Commission Merchants
Leaf Tobacco & Cigars
18 Obrapia Street, Havana, Cuba
Address: Cable "UNICUM" — P. O. Box 28

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba — 165 Front Street, New York

ESTABLISHED 1877 — NEW FACTORY 1904
H. W. HEFFENER & SON
Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. — YORK, PA.

The Greatest Trade-Builder is Originality

Back of originality you always find a clear-cut, definite purpose. And you find that purpose carried out in a direct and definite way to a successful conclusion.

Because it's *original*, Tuxedo is the fastest-growing brand of high-grade smoking tobacco in the world today.

Because it's *original*, Tuxedo is increasing the trade of tobacco dealers all over the country.

A PARALLEL

Tuxedo was the original *granulated* Burley smoking tobacco — made in 1900.

The first imitation of Tuxedo appeared about five years later.

Tuxedo used the simple term "granulated" for this convenient, even-burning form of tobacco.

Imitations tried to find other terms, and the result was a variety of curiously named "cuts" meant to convey the idea of the original.

Tuxedo originated the upright, open-end tin, curved to fit the pocket — the most convenient smoking tobacco package ever invented.

The imitations adopted a similar package, made to resemble the original Tuxedo tin as closely as was possible and safe.

Tuxedo originated the process — a definite method of removing the bite from the tobacco.

Then came a flood of "processes" of indefinite value — being mostly for advertising purposes.

The "Tuxedo Process," a physician's formula, definitely prevents all irritation of mouth and throat by mellowing the leaf until it is mild, non-biting and non-irritating.

The imitations, as you should expect, are haphazard formulas, entirely lacking that serious and thoughtful purpose which is back of the original.

That Tuxedo's definite purpose has been definitely carried out is witnessed by hundreds of signed endorsements from distinguished men in every walk of life who smoke Tuxedo constantly.

Other tobaccos have tried to imitate the Tuxedo endorsements as nearly as possible; but without success, because they are lacking in conviction and sincerity.

You give your customers *genuine* value and satisfaction only when you sell them the *original*. That means bigger trade and permanent trade — as thousands of Tuxedo dealers have already discovered.

THE AMERICAN TOBACCO COMPANY

HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE
179 West Washington St., Chicago, Ill.

PHILADELPHIA OFFICE
322 Chestnut Street

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1854
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJÓ TOBACCOS
90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY CIGAR BANDS SHOW CARDS FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. :-: No bogus Advertising admitted.

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26TH STREET & 9TH AVENUE, NEW YORK

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NEW YORK

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INTENTIONAL 2ND EXPOSURE

SANCHEZ Y HAYA

Factory No 1 — Tampa. Fla.

THE STANDARD OF EXCELLENCE IN CLEAR HAVANA CIGARS — FACTORY NO 1 — TAMPA, FLA. — SANCHEZ Y HAYA

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco, under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each.

Package and goods show quality and class in every detail.

"La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

SANCHEZ Y HAYA, Tampa, Florida

The Man Who Smokes Them Says—

"It is the BEST CIGAR VALUE IN THE WORLD at 5c."

That is the reason the **John Ruskin** Cigar is one of the World's Biggest Sellers.

John Ruskin 5¢

THEY COULD BE SMALLER-BUT NOT BETTER

John Ruskin Cigars are hand-made and the Havana tobacco used is the choicest grown. They're mild—Big and Fragrant,

Valuable Profit Sharing Voucher on the Band of Each John Ruskin Cigar.

I. LEWIS CIGAR MFG. COMPANY

NEWARK, N. J.

Largest Independent Cigar Factory in the World.

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

The Real Independent Factory in Havana

Cifuentes, Fernandez y Ca.

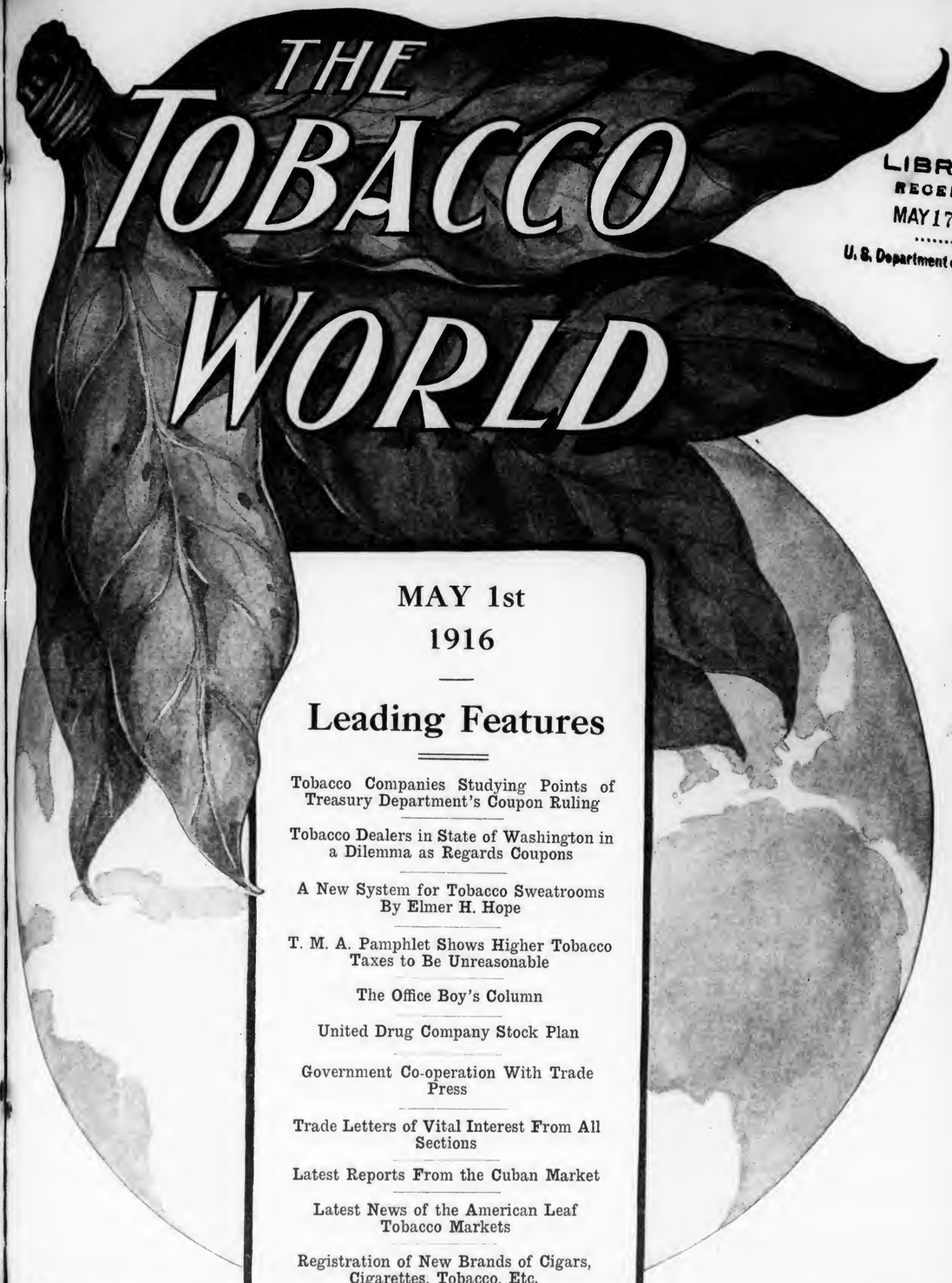
Calle De La Industria, 172-174

HABANA, CUBA

General Agent for United States and Canada

ROBERT E. LANE

115 BROADWAY, NEW YORK



THE TOBACCO WORLD

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1916

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A New System for Tobacco Sweatrooms By Elmer H. Hope

T. M. A. Pamphlet Shows Higher Tobacco Taxes to Be Unreasonable

The Office Boy's Column

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Government Co-operation With Trade Press

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881

Vol. XXXVI No. 9

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. G. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

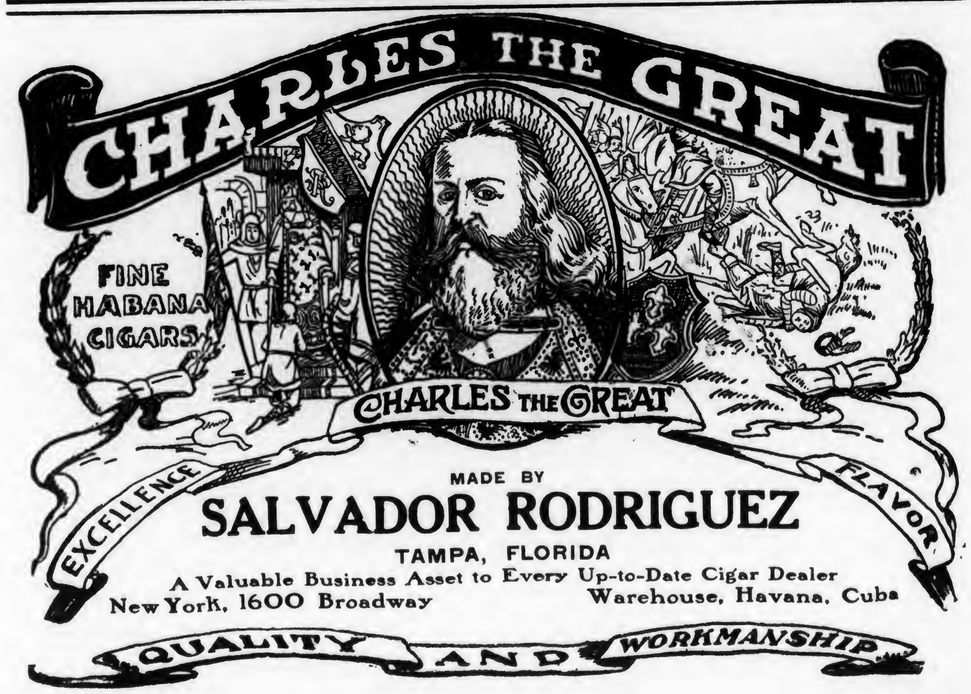
Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

TRADE MARK
Reg. U. S. Patent Office



By Special Appointment

To the Late King Edward VII

Philip Morris Cigarettes

The World's Oldest Highgrade Turkish

Plain End or Cork-Tipped

"The Little Brown Box"

PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York

Londres Grandes

The Juan F. Portuondo CIGAR MFG. CO.
PHILADELPHIA

Right Now

You Can Increase Your Stogie Trade

THE SALE of stogies is practically constant but the demand for individual brands varies. This is due to the changing taste of smokers and to the failure of brands to maintain a set standard of quality and blend. The brands that *repeat* again and again are the ones that are carefully made as to blend and quality.

You can get and *keep* the stogie business in your locality if you stock the right brands. Why not try the "Columbus Dutch Tops" (retailing at 2 for 5c.) and the "Columbus 1492" (retailing at 3 for 5c.) brands? They have *one* standard of quality and *one* unchanging blend. They sell and *duplicate* —and they're good stogies! We know because we manufacture them.

Write us for particulars and samples.

COMMERCIAL CIGAR COMPANY
NEWARK, OHIO

Darby & Joan Cigars

The VETERANO SIZE is the Finest All Habana Cigar ever made at **2 for 25c.** having that delicate Mildness and Fine Aroma Sought by Connoisseurs. Made only by

JOHN W. MERRIAM & CO.
101 Spring Street, New York
[MERRIAM CIGARS INC., SUCCESSOR]

For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. G. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

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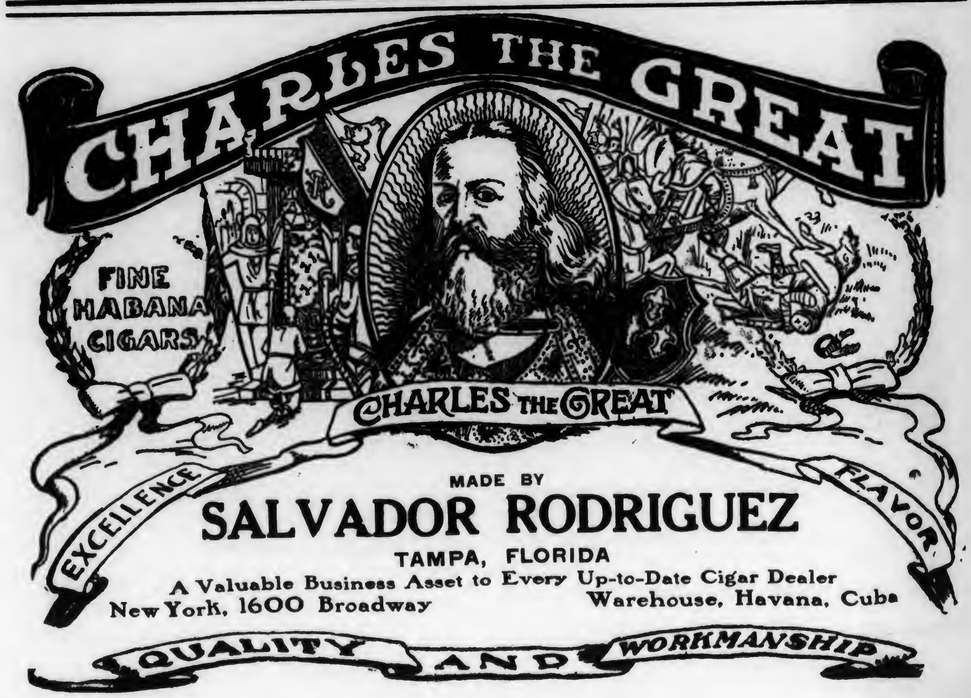

MADE BY

SALVADOR RODRIGUEZ

TAMPA, FLORIDA

A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba

By Special Appointment To the Late King Edward VII

Philip Morris Cigarettes

The World's Oldest Highgrade Turkish

Plain End or Cork Tipped

"The Little Brown Box"

PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York

Londres Grandes

The Juan P. Portuondo CIGAR MFG. CO.
PHILADELPHIA

Right Now

You Can Increase Your Stogie Grade

THE SALE of stogies is practically constant but the demand for individual brands varies. This is due to the changing taste of smokers and to the failure of brands to maintain a set standard of quality and blend. The brands that *repeat* again and again are the ones that are carefully made as to blend and quality.

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For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Company
LIMA, O.

INTENTIONAL 2ND EXPOSURE

Who found Sweet Caps in every cross-road store wherever he traveled?
Ask Dad, he knows
Why did your Grand-Dad smoke
Ask Dad he knows
SWEET CAPORAL
Who smoked Sweet Caps on his high-wheel bicycle?
Ask Dad. he knows
Why are Sweet Caps sold in the highest class clubs and hotels?
Ask Dad, he knows

Painted Bulletins like the ones are 12 feet high and from 25 to 50 feet in length. Tinted in striking colors and are located where the dealer most good.

We help to sell what the dealer buys

The dealer wants

the manufacturer whose products he handles to advertise where it will do him some good.

He wants this advertising where his customers will see it when they want a smoke.

He wants it to create a demand or to introduce the product so he can sell it.

He wants continuous advertising to keep his stock moving.

The dealer gets

just exactly what he wants in our gigantic Painted Bulletin and Wall campaign for ***Sweet Caporal*** Cigarettes.

Our Painted Displays are located where they can be seen by thousands of smokers.

They are located at short distances apart in the territories where the dealers are.

They are active salesmen 365 days a year and will be maintained for many months.

CHICAGO Thos. [illegible] Company NEW YORK

The Largest Advertising Agency in the World

NATIONAL SALES REPRESENTATIVES FOR 87 PRINCIPAL CITIES

TIGHT BINDING

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street - New York

Board of Trade Bldg., Montreal, Canada

SOL HABANA

Behrens & Co.

Havana, Cuba

Estelle No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always
a little better than
Havana's Best

LA DEVESA DE MURIAS HABANA

The Exceptional Cigar

BUSTILLO BROS. & DIAZ, Inc.

GENERAL OFFICES

267 Fourth Avenue New York City

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

The Real Independent Factory in Havana

Cifuentes, Pego y Ca.

Calle De La Industria, 172-174

HABANA, CUBA

General Agent for United States and Canada

ROBERT E. LANE

115 BROADWAY, NEW YORK

Meet me at the Tuller

For Value, Service, Home Comfort

New **HOTEL TULLER**

Detroit, Michigan

Center of business on Grand Circus Park. Take Woodward car, get off at Adams Avenue

ABSOLUTELY FIREPROOF

200 Rooms, Private Bath,	$1.50	Single,	$2.50	Up	Double		
200	"	"	2.00	"	3.00	"	"
100	"	"	2.50	"	4.00	"	"
100	"	"	3.00 to 5.00	"	4.50	"	"

Total 600 Outside Rooms

ALL ABSOLUTELY QUIET

Two Floors—Agents' Sample Rooms

New Unique Cafes and Cabaret Exellente

TO Manufacture a Cigar and Know that you are Putting the Very Best of Havana Tobacco in its Construction is a Great Satisfaction to the Builders and Gets the Approval of the Users. We Continue Manufacturing and Selling

LA SARAMITA

ADMIRAL, THE SIZE THAT SELLS

HAVANA CIGARS

With Broad Leaf of the Milder Quality for the Cover. Soon be a quarter of a Century since we started this Brand

The **Shields-Wertheim Co.** *Cleveland, O.*

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.

General Offices, PITTSBURGH, PA.

YEARS OF EXPERIENCE HAVE MADE

PUNCH

A Cigar with Hardly a Rival

MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba

AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

"LA MEGA" MADE IN BOND

HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP

V. Guerra, Diaz & Co., Tampa, Fla.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE	FACTORY	WAREHOUSE
222 PEARL STREET	TAMPA	LEALTAD 129
NEW YORK	FLORIDA	HAVANA

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces – 5 cents

United States Tobacco Co.

RICHMOND, VA.

"The Park & Tilford Standard"

MI FAVORITA

CLEAR HAVANA CIGARS

The flower of perfect tobacco manufactured in bond has maintained "Mi Favorita" Clear Havana Cigars at the forefront of all brands.

MI FAVORITA CIGAR CO., Inc.

Key West, Fla. 529 West 42nd Street, New York

BAYUK BROTHERS

FIVE CENT CIGAR

PHILADELPHIA

E. H. GATO CIGAR COMPANY

FOR FORTY YEARS THE STANDARD By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

DIAMOND JOE TRADE MARK CIGAR FACTORY ESTABLISHED 1850

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE

H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

LIPSCHUTZ'S 44 CIGARS

"44" Cigar Co. Philadelphia

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

Clear Havana Cigars

Lopez Hermanos
Makers

New York Office: 250 Fourth Ave.
Factory: Tampa, Fla.

COPENHAGEN
Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

WEYMAN-BRUTON COMPANY
50 Union Square North — New York, N. Y.

WORRY kills mo' men than bullets do. An' VELVET kills mo' worry than anything else I know of.

Velvet Joe.

BUT VELVET kills more worry for the dealer than it does even for the smoker. Just put some VELVET tins where folks can see them and you don't have to worry about *selling* VELVET. Because VELVET Joe is working for you day and night. He is making the smokers right in *your* vicinity want VELVET. The quality of the tobacco and Joe's cheerful face and sensible, kindly sayings keep VELVET on the move.

Liggett & Myers Tobacco Co.

10c Tins, 5c Metal-lined Bags
One Pound Glass Humidors

Don't Judge
Florida and Georgia

Tobacco By Other People's Packings

If you want to see a fancy packing of the 1915 crop of Florida and Georgia wrappers, that burns and tastes as good as any tobacco grown, superior in yield and colors

We Are Now Ready to Show Our 1915 Crop

Beautiful Light Colors and Perfect Burn
Good Quality Tremendous Yield

Samples Ready for Inspection at the Company's Office

AMERICAN SUMATRA TOBACCO COMPANY
142 WATER STREET, NEW YORK

Flor de San Martin & Leon

A Mild Havana Cigar Made-in-Bond

¶ These cigars are made in Tampa, Florida, from all imported tobaccos grown on our own Vuelta Abajo Plantations in Cuba.

¶ Our products are guaranteed genuine Havana cigars by ourselves and by the United States Government Bond Stamp.

San Martin & Leon Co.
TAMPA, FLORIDA

In Perfect Condition
that's how your smokes will be kept if packed in
HEEKIN CANS

Air, dust and dampness are as scarce as the proverbial hen's teeth when Heekin cans are used. Thus, the contents are assured of freshness, aroma and mellowness.

Decide on Heekin Cans for your cigars, stogies, smoking or chewing tobaccos. Then your product will retain every good quality you put in it originally. And the cost will be no greater to you.

Attractively lithographed and made in any size or shape.

Samples sent upon request.

THE HEEKIN CAN CO.
Culvert, Sixth and New Streets
Cincinnati, O.
"Heekin Can Since 1901"

Flor de Jeitles
CLEAR HAVANA CIGAR
5¢
JEITLES & BLUMENTHAL, Ltd.
PHILADELPHIA.

A Favorite with the BEST Cigar Stores Restaurants Hotels and Clubs

Manufacturers
PEDRO CASTRO & CO., Tampa, Fla.
New York Distributers
LOUIS G. SMITH & CO., 52 Beaver Street

M. MELACHRINO & CO., Inc.
EGYPTIAN CIGARETTES
You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. / Capetown, South Africa } Calcutta, 10 Government Place / Alexandria, Rue Chanif Pacha } CAIRO, Head Office and Factory / Hamburg, 18-20 Grosse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD — PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVI. PHILADELPHIA AND NEW YORK, MAY 1, 1916. No. 9.

TOBACCO COMPANIES STUDYING POINTS OF NEW COUPON RULING

Sweeping Policy Indicated by Letter from Commissioner Osborn—Has No Jurisdiction Over Trading Stamps—Regulation Thought Not to Be as Broad as Indicated

TOBACCO companies are carefully studying the points in the new ruling of the Commissioner of Internal Revenue as regards the packing of coupons with tobacco products. There is a feeling that the ruling is not so sweeping as its tenor would indicate. In any event, the regulation may have a very serious effect on the business of large tobacco companies if it is strictly enforced, and indications are that it will be.

If a precedent can be found to show the ruling unreasonable it is believed that an appeal will be made to the Secretary of the Treasury. While the Commissioner of Internal Revenue can regulate coupons packed with manufactured articles he has no jurisdiction over trading stamps.

The decision of W. H. Osborn, Commissioner of Internal Revenue, on this point reads as follows: "T. D. 2319. Packing of coupons, etc., in or with statutory packages of tobacco, snuff, cigars and cigarettes. Manufacturers will not be permitted to differentiate as to character of coupons packed in packages of same size and brand to meet varying conditions in State adopting laws in consequence of the decision of the Supreme Court of the United States on March 6, 1916; any differentiation will be regarded as in violation of the lottery provisions of section 3394, Revised Statutes."

In answer to the letter which called forth the order, Commissioner Osborn said:

"Sir—This office is in receipt of your letter of the 23rd ultimo, in which you state that it becomes absolutely necessary for manufacturers to know the attitude of the department with reference to the enforcement of that portion of section 3394 of the revised statutes, which provides that:

"'No package, of manufactured tobacco, snuff, cigars or cigarettes, prescribed by law, shall be permitted to have packed in, or attached to, or connected with them, nor affixed to, branded, stamped, marked, written, or printed upon them any paper, certificate, or instrument, purporting to be or represent a ticket, chance, share, or interest in, or dependent upon, the event of a lottery——,' and T. D. 1819, date December 3, 1912, explaining the regulations issued in pursuance of the statute quoted, in view of the recent decision handed down by the Supreme Court on the 6th ultimo, holding that the several States of the Union have the power to legislate with reference to the use of coupons and trading stamps within the respective States.

"In reply you are advised that T. D. 1819 will be strictly adhered to and manufacturers will not be permitted to differentiate as to the character of coupons packed by them in statutory packages of the same size and of the same brand of tobacco, snuff, cigars and cigarettes, to meet the varying conditions in the several States adopting laws in consequence of the Supreme Court decision. If coupons possessing redemption value are packed in, or attached to, or

(Continued on Page 20)

TOBACCO DEALERS IN STATE OF WASHINGTON ARE IN A DILEMMA

State Law Forbids Coupon in Package—Federal Statute Violated if Taken Out—Treasury Department Ruling Solves Problem—Must Pack Coupons With All or None

NO more will the housewife in the State of Washington look forward to obtaining an automobile or a cemetery lot with coupons, for the State law and the Federal law and the recent ruling of the Treasury Department have apparently consigned these things to oblivion. And our good friend, Mr. Ultimate Consumer, gets it again in the region of the thorax.

And the tobacco dealers, no one envies them, for, as a writer in the Seattle "Intelligencer" puts it, "they are between the evil one and the sapphire sea."

The Washington State law, recently affirmed by the United States Supreme Court, provides that all firms dealing in trading stamps or premium certificates, under which tobacco coupons are grouped, shall pay an annual license fee of $6000 in every city and county where they do business.

Since the Supreme Court's decision, Seattle dealers have been opening cigarette packages and removing the coupons. This, they found, did not solve the difficulty, because of the suspicious attitude of customers. In addition the United States revenue regulations forbid the selling of a package, bearing a government stamp, that has been broken. If the dealers sell the cigarettes unopened, leaving the coupons for the customer, they violate the State law; if they open the cigarettes and remove the coupons, they seem to be amenable to the Federal law.

One chain of cigar stores has advised the manufacturers to send no more cigarette packages containing coupons.

An order was issued by the United States Treasury Department to the effect that manufacturers of snuff, tobacco, cigars and cigarettes must leave out gift cards and premium coupons altogether or put them in all shipments, including those to States which have passed laws prohibiting the practice.

The Treasury Department holds that unless such cards or coupons are included in all shipments regardless of destination, the practice comes within the law forbidding lotteries, because consumers in localities where premiums are omitted would not have the same opportunity to obtain valuable prizes as those in more favored localities.

If the dealers sell a package of cigarettes they cannot give the customer the inclosed coupon, according to the State trading stamp law, and if they remove the coupon they not only arouse the suspicion of the customer, who objects to purchasing an opened package of cigarettes, but offend Federal regulations.

Jorge Leon a Kansas City Visitor

Following their placing of the "San Martin & Leon" cigar with the McPike Drug Company, Kansas City, Jorge Leon and Nat Rosenheim, identified with the San Martin & Leon Company, recently called on the J. T. Fargason Company, of Memphis, Tenn., with whom they also arranged for the distribution of "San Martin & Leon" cigars.

A New System For Tobacco Sweat Rooms

By Elmer H. Hope

ONE of the most interesting developments in the tobacco field is the growing tendency toward the resweating of tobacco regardless of type or age, and progressive manufacturers are now conceding the fact that all tobacco needs resweating.

With this development has arisen a problem as to the proper method for resweating, and investigation has shown that until recently there was no one system in use which was uniformly satisfactory. It was further found that all the old methods were operated by guess work, that they were undependable, and, most vital of all, they were expensive.

These old methods involved the use of live steam, or the cold water spray. The former "stewed" the tobacco and left it tender, removing at the same time a high percentage of the gum and leaving the leaf "dead," resulting in an inferior cigar. It also caused a high percentage of waste in binders owing to the tenderness of the leaf. The latter method reduced the temperature, made cold and damp rooms, and injured the finer qualities of the tobacco

All of these systems were laborious, costly and extravagant of time. By any one of these numerous methods it took from thirty days to three months to properly resweat the leaf.

With the constantly increasing costs of binders and fillers, the continued increase in overhead expenses and the gradual rise of labor charges, the progressive manufacturer who desires to keep his cigars up to their set standards of merit, looks about to see where economy can be practiced. And the matter of resweating his tobacco should be among the first to be investigated.

Investigation of sweat-room systems shows that what has been needed is first, a method which would produce a high percentage of humidity without live steam or saturation; second, a reduction in the amount of time required for resweating; third, uniform temperature; and fourth, a saving in rehandling and fuel costs.

After several years of experiment a system has been evolved which produced moist heat without saturation. It is designed to maintain a temperature of 125 degrees with not more than three pounds of steam pressure. The percentage of moisture varies from 94 to 97 per cent., while the temperature remains uniform twenty-four hours in the day.

This apparatus is adapted solely for case sweating, and tests have proven that the moist heat reaches the heart of case in from three to four days. A saving in labor is effected, as it is not necessary to enter the sweat room from the time the leaf is placed there in the case until ready for removal.

However, the greatest saving accomplished by this system is that of time. This is reduced about 50 per cent. as against the old methods. Some leaf can be properly cured in fifteen days, while others, of course, will take longer; but as compared with the old methods, the time is about cut in half.

This new system is a combination of properly proportioned dry heat pipes, the laws of nature, and the humidifier produced expressly for this particular kind of sweat room. This humidifier is equipped with an automatic water feeding device which keeps the water at its proper level at all times. It also has a positive acting automatic thermo regulator which controls the temperature of the water. This is a very important appliance, which reduces the danger of live steam to a minimum.

Either coal-heated or gas-heated steam boilers can be used. Permanent or portable sweat rooms can be built under this system with capacities ranging from eight cases to one hundred cases. Old sweat rooms can be altered for the use of this system.

That the "Perfect" system, as it is called, has passed beyond the experimental stage is proven by the fact that a number of such sweat rooms have been in use by several prominent cigar manufacturers for some time and that they have given the utmost satisfaction.

A sweat room equipped with the "Perfect" system has been installed by the Perfect Humidifying Company in their building at 237 North Fourth Street, Philadelphia, Pa., where some resweating is done for manufacturers who lack facilities. Any one interested in sweat rooms or resweating will be well repaid for a visit to the offices of the Perfect Humidifying Company.

Less Tobacco Held Than for Many Seasons

The character of the offerings at the Danville, Va., markets is such as to indicate that the farmers are selling the last remnants of their crop. There is practically no tobacco now in this section of the country in the hands of the farmers, and one week of heavy receipts would in all probability exhaust the entire holdings of the farmers.

All of the large companies, as well as the small operators, are on the market in full force, contrary to the usual custom, and are buying their usual grades as freely as receipts will admit of. Prices are very firm on all grades and are at a sufficiently high level to induce farmers to plant as large a crop as they can find the means and opportunity to do.

From the best information obtainable, the usual crop in the Old Belt section is expected to be planted this season.

Redried tobaccos have been very active for the past several months, and the stocks now in the hands of the dealers have been reduced to the extent that there is less tobacco held at this season of the year than has been the case for many seasons, especially is this a fact as to brights suitable for cigarettes and for export to the United Kingdom.

Movement of 1915 Wisconsin Largest in History

Edgerton, Wis.

The movement of the 1915 tobacco crop is largely one of history now, for so little trading is left to be done. After a few days of cleaning up about the packing points is finished, there will be nothing left to be done until another crop is grown.

There is so little of old stock remaining in packers' hands, large transactions in cured leaf can hardly be expected until the '15 tobacco is ready for market. Present business is of a small order nature to meet the pressing needs of manufacturers.

Growers have commenced to lay the seed beds for another crop and the white tops of the canvas covers are showing quite plentifully on the fields. The practice of steaming the beds before sowing the seed is growing in favor each year.

In advance of assessment time, May 1st, liberal shipments are being made out of the State by Eastern manufacturers. Since last report 1000 cases have gone out of storage to all points.

Philadelphia Notes

W. D. Duncan, of the Ehrlich Manufacturing Company, New York, called on the trade recently.

Victor Lopez, representing the "Garcia Grande," manufactured by Julius Klorfein, was a recent visitor in this city.

L. M. Walters, the genial representative of Bobrow Brothers, is now in the South looking after the interests of the "Bold" cigar.

Arthur & Company, 1107 Arch Street, have a very attractive display of "Muriel" cigars. This well-known brand is manufactured by the P. Lorillard Tobacco Company.

"Stratford" cigars, made by the El Draco Cigar Manufacturing Company, are showing a nice increase over last year. "Vanette," the new nickel brand, recently introduced by the same firm, is showing satisfactory growth.

Warner Searle, representing the J. F. Portuondo Cigar Manufacturing Company, is now making a trip through the Middle West. Following the campaign which he is now conducting in Ohio he will visit Michigan, spending some time in Detroit.

Charles Bobrow, of the firm of Bobrow Brothers, is now in the West taking orders for the "Bold" cigar. Mr. Bobrow reports that he is securing some excellent business. He will go as far as Oklahoma before starting on the return trip.

The Philadelphia Leaf Board of Trade delegates to the National Cigar Leaf Tobacco Association convention, to be held in Washington, D. C., May 15th and 16th, will be John R. Young and Samuel Weinberg. E. A. Calves and John Dohan were chosen as alternates.

The sale of "Girard" cigars, manufactured by Antonio Roig & Langsdorf, is showing a splendid increase in Philadelphia. The impetus given the brand is, no doubt, due to the excellent advertising which has been appearing in the daily papers as well as in certain magazines

New Importing House Combination

COMBINATION of importing houses in this city is to take place June 1st, when Robert Drayton & Company, 116 South Fifteenth Street; Goddard & Taylor, 1335 Walnut Street; and Groome & Company, 1216 Walnut Street, will join forces in a new firm, to be known as Groome, Goddard & Drayton Company. They will be located at 1216 Walnut Street.

Each of these firms bear enviable reputations as importers of wines, liquors, cigars and cigarettes. As their trade is of a high calibre it can be readily seen that the new combination will be one of the strongest in the city as an outlet for high-grade cigars and cigarettes. The men forming the new firm are members of some of the more exclusive clubs of the city and have a large following among those who appreciate the best in wines and cigars.

Starr & Reed Cigarettes Still Manufactured

Starr & Reed, manufacturers of "Starr & Reed" cigarettes, which have acquired a large distribution in this section of the country, and particularly in the high-class retail stands, hotels and exclusive clubs, have asked the "Tobacco World" to emphatically deny any statement to the effect that they have discontinued business.

When interviewed on the subject, Mr. Reed stated that for reasons of economy it had been found advisable to discontinue their factory at 1028 Chestnut Street and seek quarters where rents were lower. They have accordingly moved their factory to South Third Street.

Mr. Reed said, "Any statement that we have discontinued manufacturing 'Starr & Reed' cigarettes is absurd. We have a very large investment to protect and a very satisfactory trade to care for. Only last week we received a single order for 25,000. Our salesmen are still on the road and we have every intention of pushing the business with the same energy as before."

Boltz, Clymer & Company's Factory Sold

The cigar factory of Boltz, Clymer & Company, located at Fifteenth Street and Lehigh Avenue, has been sold to Clarence P. Landreth at a price said to be $50,000. The lot measured 136 feet 6 inches by 64 feet, and was occupied by a four-story brick building. The property was assessed at $30,000.

"Muriel" cigars received an additional impetus as a result of the recent visit of Joe Neuman.

IRREGULAR PAGINATION

THE TOBACCO WORLD

ESTABLISHED 1881

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH BY
THE TOBACCO WORLD CORPORATION

J. LAWTON KENDRICK, Treasurer

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Bell Telephone—Lombard 1768
Keystone Telephone—Main 1824

J. LAWTON KENDRICK ..... Managing Editor
HOBART BISHOP HANKINS ..... Advertising Manager

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TAMPA MILWAUKEE LANCASTER CINCINNATI
CLEVELAND LOS ANGELES SEATTLE
HAVANA, CUBA, OFFICE—ZULETTA 26, CARLOS M. WINTZER
Representative

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Vol. XXXVI MAY 1, 1916 No. 9

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With the arrival in this country of the agent appointed by the Philippine government to represent the interests of the Philippine cigar and tobacco industry in the United States, a decided impetus to the trade in these goods may be anticipated. Among the duties of the agent will be those demanding a study of trade conditions as regards the dealer and consumer. This work will doubtless prove of great value not only to the United States representatives of Manila factories, but to the trade in general.

The Philippine Agent

Junius Parker Joins Big Law Firm

Junius Parker, who for some time has been chief counsel for the American Tobacco Company, is to join the New York law firm of O'Brien, Boardman, Harper & Fox, one of the leading firms in the city.

Mr. Parker is considered, by those who know him, to be one of the most able lawyers who has been engaged in legal work in the tobacco field in many years. Mr. Parker has a large following among the independent retail dealers and as the saying goes, his word with them is as "good as a bond." His many friends wish him every success upon his entry into general practice.

Sumatra Coming for H. Duys & Company

H. Duys & Company, the well-known Sumatra dealers, secured some of the choicest lots of Sumatra at the recent inscriptions held in Amsterdam, and expect some of their purchases to arrive this week. The "Noordam" and "Ryndam" of the Holland-America Line, have sailed for this country, and should arrive here some time during the week. About 1500 bales are on the two ships consigned to H. Duys & Company. A freighter, the "Beukelsdyk," also carries 300 bales for the above firm.

"La Linda" Title for A. Garten & Sons

Among the first brands to appear in this country following free trade between the Philippines and the United States was the "La Linda Filipina." A number of large jobbing houses have handled the brand for years, but announcement is now made that the sole control of the brand in the United States is in the hands of the well-known firm of A. Garten & Sons. This firm is widely known as a distributor of Manila cigars, and, with the addition of this already popular brand, their business will no doubt receive an added impetus.

Cigar Manufacturers' Board of Trade Elects

At a recent meeting of the Cigar Manufacturers' Board of Trade of the City of New York, held in the Hotel McAlpin, the following officers were elected: president, George W. Rich, of Louis G. Smith & Company; vice-president, Sidney Goldberg, of Simon Batt & Company; treasurer, A. L. Ullnick, M. J. Lopez & Company; secretary and counsel, Max Miller; directors, Julius Klorfien, Herman Baum, Joseph Monday, Sol. G. Salomon and D. S. Saqui.

Robert Heaney Gets Former Snyder Stand

Lease on the cigar stand in the Brisbane Building, Buffalo, N. Y., formerly held by Joseph T. Snyder, has been secured by Robert C. Heaney. Mr. Heaney, who has been manager of the cigar department for Faxon's for the past year, takes charge of the Brisbane stand after May 1st. "La Mega," "First Consul," "Flor de Andrez" and "American Cabinet" are among the brands to be featured. New fixtures are to be installed at a later date.

Retail Dealers Form Association in Kansas City

Thirty retail cigar dealers have formed the Retail Cigar Dealers' Association of Kansas City. The purpose of the organization is to promote business and a better understanding among the cigar dealers. Joseph Boppart was elected president; Howard Knowles, vice-president; Dan Ricksecker, treasurer; and Bert Butler, secretary.

Bourg & New, Incorporated, Seattle, Wash., have been appointed distributors of the popular "Muriel" cigar of the P. Lorillard Tobacco Company. They will distribute the brand throughout King County.

Heard on Broadway

John W. Merriam, of Merriam Segars, Incorporated, left recently to visit some of the Merriam Western distributors.

The W. J. Seidenberg Company and the Camp Importation Company are now occupying their new quarters at 245 West Fortieth Street.

It is reported that Jose M. Diaz, president of the Preferred Havana Tobacco Company, will leave for Havana shortly, on a leaf purchasing trip.

Edmon Kelly, of Horace R. Kelly & Company, importers of Manila cigars, at the present time in the West, is expected to arrive at the home office shortly.

The cigar stand of the Van Noys Interstate Company, at 14 Wall Street, has taken on the lines of R. A. Bachia y Ca. Frank Powell is the manager of the stand.

The Jose Lovera Company, New York and Tampa, announce that E. A. Kline, well known to the trade throughout the country, has been appointed general representative for the Lovera Company.

L. A. Lincoln, of P. Pohalski & Company, is expected back at headquarters very shortly, following a recent tour of the Middle West, in the interests of the company's products.

Certificate of incorporation has recently been filed at Albany, N. Y., by the Hilson-Schloss Company, Incorporated. The stock capitalization is $100,000. The incorporators are A. Wertheim, W. J. Schloss and E. I. Hilson.

Samuel I. Davis, Frederick J. Davis, Theodore Werner, and Frank McCoy, all of New York, are named as the incorporators of the El Sidelo Cigar Company, recently incorporated at Albany, N. Y. The capital stock is listed at $400,000.

When the S. S. "Persia Maru" arrives in San Francisco, about the middle of this month, the Manila Commercial Company will have for disposal among its customers 491,200 additional cigars, according to a cablegram from the Manila factory, addressed to the New York office.

The growth of the business having entailed larger quarters, E. A. Kraussman, importers of Havana tobacco, announces to the trade that the company is now located at 11 Cliff Street, between John and Fulton Streets. Attractive appointments are to be found in the offices and sample room supplying ample room for the conduct of the company's affairs.

National Cigar Leaf Tobacco Association Convention

OWING to the fact that the International Congress of Physicians and Surgeons will be held in Washington, May 9th, 10th and 11th, the date of the convention of the National Cigar Leaf Tobacco Association has been changed from May 8th and 9th to May 15th and 16th. This will enable the leaf men to get more comfortable hotel accommodations, as the physicians and surgeons had already made large reservations for rooms.

President Charles Fox, of the National Cigar Leaf Tobacco Association, has made announcement regarding the postponement of the convention, and the attention of all leaf men to the change in dates is requested. The convention will be held at the New Willard, May 15th and 16th.

Tobacco Dealers Arrested on Fraud Charge

Following charges by the Internal Revenue Department to the effect that they were selling leaf without licenses as dealers, and that proper returns were not being made to the Internal Revenue Department, M. R. Cotton, of the leaf tobacco firm of Hail & Cotton, of Louisville, Ky., and Dominico Suraci, an Italian leaf tobacco dealer of New York, were recently arrested in the offices of the latter. Emil Berger, of the Interstate Tobacco Company, of New York City, was also named in the complaint, but was not arrested. They were placed under $5000 bail.

It was alleged in the complaint made by Assistant United States Attorney Emilio Yasselli that Cotton, who was a large dealer in tobacco, would ostensibly ship to the Interstate Tobacco Company or the State Leaf Tobacco Company, and would enter the shipments on their book to this effect. In reality the tobacco would be sent to Suraci, who would receive it without entering it on his books, and could have it manufactured into cigars without the knowledge of the Revenue Department.

It was said that two-thirds of the seventy-five men arrested in the tobacco frauds case belonged to the State Leaf Tobacco Company. Seventy-three have been indicted.

Schulte Company Leases Coney Island Store

A large portion of the ground floor at 1326 Surf Avenue, southwest corner of Oceanic Walk, Coney Island, has recently been leased to the Schulte Cigar Company. As soon as alterations are completed a branch store will be opened. This will be the first Schulte store in Coney Island, but it is understood that negotiations are pending for other locations.

Gunst Branch Moves to Fifty-fourth Street

M. A. Gunst & Company have removed their distributing branch, which has been located in Lafayette Street for many years, to the old headquarters of the United Cigar Manufacturers Company, at Second Avenue and Fifty-fourth Street. The new location is admirably situated as a distribution center.

How to Make and Take Complaints

MUCH of the misery existing in the world is caused by companies, says an English contemporary. Many people are born grumblers. Others acquire the accomplishment early in life, and practise it to the end. The worst of it is, that much of the grumbling indulged in is quite unnecessary. Grumblers are generally expert critics, but poor performers. This is obvious to a blind and deaf mute. But what is less clearly realized is the ease with which originally cheerful persons can slide into the grumbling habit. Many previously sunny dispositions turn acid without conscious effort. A character for surliness is not necessarily an advantage in business. Such a reputation is easier gained than discarded. It is needful, however, to grumble sometimes. And even chronic grumblers may, perhaps, be ingenious enough to justify their existence. But for the ordinary individual it is certainly best to avoid grumbling if possible. When complaint is really unavoidable, let it be as gentle as it is imperative. Then it will probably be all the more effective.

Complaint should be flavored with suggestion. It is better to hint an improvement than merely rail at an evil. Before condemning a man, his method, or his work, it is good to be prepared to show how either may be enhanced. This helps, and the complaint of the helper is not unwelcome to a sensible business man. Moreover, the mere attempt to help will make the grumbler more tolerant whilst lessening the sting of his complaint.

Inefficiency is not always a sure sign of apathy, ignorance or carelessness. Nor does it necessarily betray the absence of any desire to do better. There are few really unmitigated evils.

As regards assistants, it is, of course, unwise and undignified to upbraid these necessities in the presence of others. It is humiliating to the scolder and the scolded. It should be as easy to chide privately and softly as openly and harshly. Satisfaction is seldom rendered as a result of the fear of censure. Continual grumbling tends to sour the best of assistants. Do not rake up old faults. If you must inflict a tiny wound, do not rub the salt of half-forgotten grievances into it.

Those who have to take complaints will do well to receive them as graciously as possible. This applies whether one is a wholesaler, a retailer, or an employee. Even when undeserved, it is not always good policy to resent a complaint too aggressively. Be sympathetic. Try to view the matter from the complainant's standpoint. Then calmly offer your explanation or opinion. Most complaints are due to mistakes or misunderstanding which a few words may suffice to set right.

Frankly accept blame when deserved. Do not wriggle. Shun paltry excuses. Avoid stock explanations, or put them in a new light. Promise amendment, if reason, duty, or policy demand it. When criticism comes, take it easy. Be always good-tempered and cheerful. Avoid even the appearance of sulkiness. Constantly strive to give no just cause for complaint. Then those you do get will probably be few and trivial. Treat the chronic grumbler with courtesy and firmness, but with as little argument as possible. To argue with such a person is to add fuel to the fire. This is the way for an assistant to win the governor's respect and—promotion, or for a tradesman to gain public confidence and support.

This is just it: to be straight all the way through, but something more is necessary, and one of these things is a reputation for reliability.

To gain a reputation for reliability, is a common and the noblest aim of every business, but to gain it by being strictly reliable is the practice of too few. One of the little every day mistakes practiced by the retail trade, that greatly affects and retards the attainment of reliability, is in telling customers who ask for certain brands of goods that do not happen to be in stock, that same has been ordered and will arrive to-morrow, when it is impossible to have the goods short of a week, or ten days, even if they were ordered.

The consequences are plain and every argument favoring such misrepresentation is outweighed by the disappointments involved. Better to state facts and meet your customers with the goods at the appointed time. And the concern whose methods compel its clerks to state facts regardless of an occasional lost sale, will survive to bury its losses in deserved prosperity.

If we are to profit by dealing with "all the people some of the time, and some of the people all of the time," then we must adapt to business uses the things that are known to make individuals honorable, respectable, reliable and popular.

Remember that reputation for whatsoever in a business, merely indicates the character that dealing reveals, and that the former can be misleading according to its medium of circulation while the latter is a fixed quantity. Let us therefore see to it that the fundamental principles on which we build our money making structures are just and strong—that they are defended against the tests of time. Then will reputation work out a lasting profit and competition can never stop it.

Link & Company Return to Permanent Quarters

Fire, a couple of months ago, having made it necessary to vacate their permanent quarters at 182-184 Ellicott Street, for temporary quarters at 76 Pearl Street, Link & Company, the well-known cigar jobbers of Boston, Mass., announce that, on May 1st, they will again remove to the Ellicott Street address, the quarters here having been completely refitted.

Campaign On "Mi Hogar" In Portland

An extended missionary campaign on "Mi Hogar" cigars has just been begun in Portland, Ore., by David Frohlichstein, who arrived in that city recently. Following his work in Portland, Mr. Frohlichstein plans to visit with the representatives of the Hart Cigar Company, in the interests of the brand, the States of Oregon, Washington and Idaho.

H. S. Michael Gets Additional "Savarona" Territory

Herbert S. Michael, who looks after the interests of the "Savarona" cigar of the Cayey-Caguas Tobacco Company, and whose home is in Baltimore, remarked incidentally on a recent visit to his home in that city, that he will be kept hustling more than ever hereafter. Mr. Michael's disclosure of the fact that his territory has been increased by the addition of seven more States, accounts for the statement.

The F. X. Ganter Company, Baltimore, Md., announces to the trade that just as soon as it is possible to do so, they will rebuild their factory, which was burned recently. The Ganter Company are manufacturers of showcases and counters.

EXPERIMENTAL WORK WITH TOBACCO

Considerable Attention Being Given to Leaf in North Carolina—Potash Important

TOBACCO is one of the leading crops of North Carolina, which is one of the leading tobacco-growing States in the Union. For this reason considerable attention is being given by the Division of Agronomy to a study of the requirements of this crop when grown on the typical soils of the chief tobacco-growing areas of the State.

In each of the three main tobacco belts of the State there are grown some cutters and smokers; also some wrappers and fillers, but bright wrappers are chiefly grown in the "Old Light or Bright Light Belt." The wrappers produced in the "Old Dark Belt" are heavier and run from a mahogany to a dark mahogany, while the light-colored wrappers grown in the "New Light Belt" are spoken of as "White" or "Lemon" wrappers.

As the tobaccos grade one into the other, it is hard to establish arbitrary boundaries and say one kind of tobacco grows here and on the other side another kind. Again, in some of the southeastern counties included in the "New Bright Belt" very little at present is grown, but it is thought that the area could be extended materially in these counties, if desired.

The experimental field work is being carried on cooperatively between the Office of Tobacco Investigation of the United States Department of Agriculture and the Division of Agronomy at the branch stations at Oxford and Reidsville. It is at Oxford where a greater part of the investigations are conducted.

At present the chief efforts are being directed along the lines of determining the fertilizer requirements of the main tobacco soils of the State; best rotations for use by tobacco farmers; most suitable varieties for different soils and markets; best distances of spacing plants in the field under different conditions; as well as the most profitable method to use in harvesting the crop. Much information of direct practical value to tobacco growers along these different lines has already been brought out by the results of these field experiments.

For instance, at the Oxford section the common practice among tobacco farmers has been almost universally to cut their tobacco. In our experiments at that place during the past two or three years it has been found that by topping the tobacco properly and priming, increased yields and financial returns per acre were secured by the latter method over the common method of cutting. In many cases the increased returns per acre went far towards paying for the entire cost of producing, harvesting and marketing the crop. It is felt that the results are so striking that many farmers will this year in the Oxford section prime rather than cut their entire tobacco crop, as heretofore.

The importance of potash for tobacco, too, was strikingly brought out by the fertilizer tests in Granville county. It was found on an average of experiments last year, that for the first twenty pounds of potash used per acre, the increased yield of tobacco produced paid for the potash, at the rate of $1.50 per pound.

Among the brands carried by John Tusch, cigarist, 65 West Tupper Street, Buffalo, N. Y., are "Muriel," "Langsdorf," "Webster," and "Girard," in 10-cent goods, and in 5-cent goods there are "Bank Note," "Sight Draft," "Charles Denby," "John Ruskin," and "44."

STRIPPING MACHINE PRICES GOING UP

Universal Tobacco Machine Company Announces New Prices, Effective June 1st

THE following is the substance of a letter that the Universal Tobacco Machine Company is sending out to its customers announcing the new selling prices in connection with the "Universal Tobacco Stripping and Booking Machine." These prices will go into effect on June 1, 1916. The company is now, and will continue until June 1st to book orders at the present prices for machines to be delivered prior to September 1st.

The Universal Tobacco Machine Company says in part:

"We have come to a point where we must increase the selling price of the 'Universal Tobacco Stripping and Booking Machine.' This condition, which we very much regret, has been brought about by the tremendous increase in the price of raw material as well as the increased cost of labor. The raw material market has, so to speak, 'gone to the skies'; as an example:

"The price of iron castings has increased 25 per cent.

"The price of cold rolled steel has increased 80 per cent.

"The price of bronze castings has increased 66 2/3 per cent.

"The price of screws, nuts and miscellaneous materials has increased all the way from 20 per cent. to 40 per cent.

"Further than this, we have been compelled, from time to time, to increase individually the salaries of all of our more trained workmen and to cap the climax, about a month ago we were compelled to shorten by four and a half hours without decreasing their pay, the weekly number of working hours for our entire factory force.

"We have on hand enough raw material, some of which is in process of manufacture, to complete a certain quantity of machines and for that reason we will sell our machines from now until June 1st at the present schedule of prices. Orders for machines received prior to June 1st to be for delivery prior to September 1st, or as soon thereafter as our manufacturing facilities will permit.

"If you can use additional machines we recommend that you place your order covering your requirements at the earliest possible moment.

"Trusting that you will give this matter your prompt attention and careful consideration, we beg to remain."

Mr. Abraham Erlanger, of the B. V. D. Company (of B. V. D. underwear fame), has purchased the Universal Tobacco Machine Company interests of F G. Elder and C. P. Day.

Otway Tobacco Concerns Heavy Losers

The town of Otway, Ohio, seat of Scioto County's tobacco industry, was almost wholly destroyed by fire recently. The principal losses were J. E. Blackburn's large tobacco barn; George Walsh, general store and residence; Pieper & Gordon, store; Dr. J. F. Gordon, residence; Brand's livery; Wesley Ralstin, home; and lumber yards of E. A. Bashford and J. E. Blackburn. The village school and Christian Union Church were totally destroyed.

The fire started in the Blackburn warehouse, heavily stored with leaf tobacco, belonging to J. Milt Jones, Otway banker. Little insurance was carried on any of the property. The estimated loss is $150,000.

Otway is twenty-five miles west of Portsmouth, Ohio, on the Cincinnati division of the N. and W. Railway. A special train took out part of the Portsmouth Fire Department.

Trade Jottings

Increasing demand for "Hoffman House" cigars is reported by H. L. Judell & Company, San Francisco, Cal.

San Martin & Leon cigars were well featured recently in an attractively dressed window of the Letaw Pharmacy, Birmingham, Ala.

Rothenberg & Schloss, Kansas City, Mo., report a favorable reception by the trade of the popular "In-B-Tween" cigar of Kraus & Company, Baltimore, Md.

Starting May 1st, the Nathan Fox Company, of 215 West Chicago Avenue, Chicago, Ill., will begin the distribution of the popular "Admiration" cigar of the Regensburg Company.

"Bering" cigars, manufactured by Corral, Wodiska, Y Ca., of Tampa, Fla., are carried in twenty-three sizes by C. Jevne & Company, of Chicago, Ill. They specialize on the "Bering."

"Sanchez & Haya" cigars fittingly garnished with Easter adornments, formed the basis of attractive window displays by the retail stores of the Niles & Moser Company, Denver, Col.

"La Saola" cigars, manufactured by the Shields-Wertheim Company, Cleveland, O., and retailing at five cents, have been taken on for distribution by the C. A. Gibbs Company, of Pittsburgh, Pa.

J. N. Hirsh, Atlanta, Ga., who distributes the "Red Dot" cigar, reports nice business on this brand. Mr. Hirsh was recently in receipt of a visit from Ed Moorhead in the interests of the "Red Dot."

Knell & Prengel, Milwaukee, Wis., recently received their initial shipment of "Admiration" cigars. This brand, which is manufactured by the Regensburgs, will be handled in five sizes by Knell & Prengel.

The Parker-Gordon Cigar Company has appointed J. H. Fling manager of its St. Louis, Mo., store. Mr. Fling comes from Kansas City, where he looked after the interests of the Parker-Gordon Branch at that place.

As a result of the extensive advertising compaign being carried on throughout the country these days by Antonio Roig & Langsdorf, of Philadelphia, on the "Girard" cigar, H. Ferbstein, who distributes the brand in Cleveland, is experiencing some excellent business.

On a recent visit to Jacksonville, Fla., in the interests of the "Postmaster" cigar, manufactured by the P. Lorillard Tobacco Company, the manufacturers, also, of the very popular "Muriel" cigar, R. B. Tuggle stated that he is receiving some excellent business on the former brand.

The Paxton & Gallagher Company, Omaha, Neb., have taken over distribution of the well-known "Charles Denby" cigar, manufactured by H. Fendrich, Evansville, Ind. They will distribute the brand in Nebraska, Western Iowa, the Black Hills of South Dakota, and in the northern counties of Kansas.

TOBACCO COMPANIES STUDYING POINTS OF NEW COUPON RULING

(*Continued from Page 13*)

connected with, any of their statutory packages of tobacco, snuff, cigars and cigarettes, every package of the same size and of the same brand must contain a coupon or coupons of the same value and if it is not practicable, on account of State laws so to distribute coupons with statutory packages of tobacco, snuff, cigars and cigarettes, any differentiation will be regarded as constituting a clear violation of Section 3394, Revised Statutes, as amended."

Much Private Trading at Paducah

Paducah, Ky.

There has been no regular warehouse sales reported from either of the markets, but quite a good deal of private trading has been done during the past week on private inspection samples, and it is hard to say how many hogsheads have been sold, as it is hard to get reports on private sales, but the sales for the week will amount to something like 200 hogsheads in this district. Leaf running from low to good with prices ranging from 6½ to 11 cents. A few lugs have also sold at prices ranging from 5 to 6 cents. There is more inquiry for all grades of tobacco in hogsheads than we have had before, and the market was very firm and prices very much above what had been expected only a few weeks ago. One entire purchase of about a million pounds was sold in Muray, the prices are private, but it is understood that the purchasers got very satisfactory prices for their entire output.

The loose market continues firm with a tendency to somewhat higher prices, but the bulk of the crop has been sold and very little trading has been done. Loose receipts have been rather light owing to the unfavorable weather conditions.

Farmers are making preparations for planting and plants are reported plentiful and looking well, but farmers are very much behind with their plowing owing to the ground being too wet.

Leaf Tobacco Holdings April 1st

Leaf Tobacco held by manufacturers and dealers April 1st aggregated 1,417,693,262 pounds, the Census Bureau announced in its semi-annual tobacco report. That compares with 1,481,028,438 pounds on April 1st last year and 1,205,762,948 pounds on October 1st. Chewing, smoking, snuff and export types totalled 1,001,461,972 pounds, compared with 1,024,166,293 pounds last year; cigar types totalled 356,008,249 pounds, compared with 386,859,387 pounds last year, and imported types totalled 60,223,041 pounds, compared with 70,002,758 pounds last year.

John K. Thomas & Company Enlarge Quarters

Extensive improvements are now being made to the store of John K. Thomas & Company, the well-known wholesale dealers in tobacco and cigars located at Main and Barbadoes Streets, Norristown, Pa., and when completed the place will be one of the best appointed for that particular business in this section of the country.

The store is being enlarged, the jewelry shop, which was formerly occupied by Joseph Shuler, being made a part of the business place, thus forming three properties, 166, 168 and 170 West Main Street, into one.

The wholesale tobacco firm is comprised of John K. Thomas, Ralph E. Thomas and John A. Bradley, a most progressive and energetic trio in the business world.

KEEP INTEREST IN YOUR WINDOW

IF you cannot induce people to look into your window as they pass by, they will soon forget its existence. It will be as the secret garden of Mrs. Burnett; and though you may not realize the fact, you have thrown away the key, and it will soon be buried in the mosses of indifference while the ivy of forgetfulness clings over the door and shuts it from view.

"Keep in the limelight," is the motto of the present. Ivy-covered walls still have a place in history and romance, but not in the live, commercial world. If you would keep to the front, your window must be something more than merely worth looking at—it must be one which compels attention.

Plans to secure this vary with the time, the place, and the establishment. No set rule can be given. The method which works once may not work again. Novelty is the cry of the times. Tact, skill, and alertness to seize opportunity are essential.

One dealer has adopted with success the plan of issuing a numbered ticket with each purchase of a certain amount. His window contains a varied stock ranging in price from fifty-cent jewel casket to the handsome mahogany rocker, smaller articles predominating. Every piece is numbered, and the customer who can match the card on any article receives the piece correspondingly numbered. Every number is changed daily; hence, during the week or month in which the plan is in vogue, the window receives generous attention.

One man sees another looking the articles over carefully, and halts to find out what is of special interest. He, too, joins in the hunt, and perhaps sees some article which interests him. Or the plan may appeal to him through the chance offered. We Americans are great tempters of Luck, even though we do not realize it; and many a one will make a purchase simply for the chance of getting something for nothing. Others, interested first through the numbers in the window, will find something in your line which they really want, the number being the inducement necessary for an immediate purchase of what had for some time been in mind—and but for this might be indefinitely postponed.

The novel arrangement becomes town talk, and those who have not numbers are interested in behalf of friends who have. The scheme becomes a means of holding old customers and drawing new ones; if not for immediate wants, they get acquainted with you and your goods.

Of course, you will present the plan on its own merits. You are not running a charitable institution or a free gift counter. The plan is simply a business one, incorporating with it that little element of luck. You expect to make enough extra sales to be able to throw in the articles, which are largely of an inexpensive class, though there are some real prizes. And you further expect, by familiarizing the public with your goods to hold a permanent place in their regards.—B. L. Putnam.

Liggett & Myers Contest to Start in Miami, Arizona.

H. M. Livingston, representing Liggett-Meyers Tobacco Company, in is Miami, Arizona, in the interest of a popularity contest which is being arranged under the auspices of Charley Fisher's Smoke Shop. The capital prize for the contest is a seven horsepower, twin cylinder, three-speed Indian motorcycle, which will be on exhibition at Fisher's Smoke Shop, in the near future. It was intended to start the contest earlier, and the machine has been on the road since March 4th, but has been lost in transit, and is expected to arrive in a few days. Immediately on its arrival the contest will begin, and will last until June 30th.

ADVERTISING AS A TRADE STIMULATOR

THE SATURDAY EVENING POST, in a story on popular magazines and their advertising, makes a new point of comparison in stating that advertising is to business what electricity is to the city—light and power. It is at once a gentle force that makes things clear and an irresistible force that makes things go.

Advertising has sent the selling methods of the past generation to the scrapheap to keep company with the tallow dip and the horse car. Founded on the most abstract of sciences, it concerns itself with the most concrete of facts. Wasteful and haphazard in its crude beginnings, it has revolutionized business because in its later development it has proved the most economical and efficient method of selling goods.

Today manufacturers split pennies to find profits and split hairs to find costs. The old idea that an article is more expensive because it is advertised is exploded. As infallibly as water seeks the lowest possible level, modern business seeks the most economical method of marketing its products. An advertised article is cheaper than one which is sold to consumers by tallow-dip, horse car methods.

Advertising is a salesman that is always at work, but never wearies a customer; that calls on the same man until he is convinced, but never annoys him with its insistence; that wastes no time, wastes no words, and that can always gain an audience and a hearing.

Alone among salesmen, advertising has free access to the libraries of President Taft and Mr. Morgan; it marches unchecked past the secretary of the big merchant and enters without hindrance the store of the retailer. When it cannot tell its story to a man in his office it can always gain his attention in his home. The door of the housewife is never slammed in its face. No country is so remote, no village is so dead, that it does not go there for orders and get them.

The advertising pages of the periodicals are the great world-market in which everyone may display his wares on equal terms and secure customers in fair competition, according to the merit of his goods and the brains in his arguments. A trust may rent all the choice city corners, but the little manufacturer may rent even choicer ones in the periodicals and so beat monopoly at its own game.

Before the true power and functions of advertising were clearly understood, either by the merchant or the public, it was supposed that advertising must do good by stealth and sell goods by indirection. It was taken for granted that the readers of a periodical glanced at the advertisements against their will and were cajoled by them into buying when they were off their guard. Today advertisers understand that direct statements and clear arguments, not irrelevant foolery and twaddle, sell goods.

The advertising pages are no longer casually met by the reader as he goes through his periodical, but they are sought by an increasingly large number of men and women, because they contain information on a hundred subjects that people want to know about—information that will save them time, trouble and money.

Advertising is not only light and power, but it is also a live wire that, unless it is properly safeguarded, carries great potentialities for evil as well as good. An example of the tremendous power of advertising, when it is used for evil, is furnished by the mail of a get-rich-quick concern against which the post office recently issued a fraud order. In one day $20,000—the savings of poor people—was found in it.

The Poet of Tobacco

G. L. Hemminger, State College (Pa.) student, knows how it feels to wake up and find himself famous after going to sleep as an unknown.

His poem on tobacco, published in "Penn State Froth," is today the most widely clipped and one of the most widely quoted articles published in recent years.

Few exchange editors in the United States but have used the scissors and paste-pot on the student's tribute to the Princess Nicotine. Here it is:

"Tobacco is a dirty weed,
I like it.
It satisfies no normal need,
I like it.
It makes you thin, it makes you lean;
It takes the hair right off your bean,
It's the worst darn stuff I've ever seen,
I like it."

"My grandfather was a Democrat and smoked long, black cigars," says Hemminger. "My father is a Democrat and smokes short, light cigars; I am a Democrat and smoke any kind of cigars."

Hemminger is a senior, and has been a member of the "Froth" board for three years.

"I was born in Weatherly, Pa.," he said, "or rather Mrs. Schwab and I were born in Weatherly. After strenuous effort I succeeded in graduating from Hazleton High School and entered State. At first the life of an engineer attracted me, but later I changed my mind and entered the commerce and finance course."—"New York Evening Sun."

Martin Cigar Stores Take on "La Venga" Brand

The Martin Cigar Company, of Davenport, Ia., which controls ten stores in the tri-cities, has just closed what it considers a most important transaction, having secured the exclusive agency for the "La Venga" clear Havana cigar.

The "La Venga" cigar is made by the Celestino Vega Company, of Tampa, Fla. It is one of the popular clear Havana brands manufactured in Tampa.

"Cinco" Sales Grow in Richmond

Steadily increasing business each month on the well-known "Cinco" cigar, of Eisenlohr & Brothers, Philadelphia, Pa., is reported by C. F. Patrick, manager of the cigar department of the E. A. Saunders Sons' Company, Richmond, Va. He states, also, that the "Charles the Great" cigar, of Salvador Rodriguez, is doing excellently.

Detroit Retail Cigar Dealers Elect Officers

The Detroit Retail Cigar Dealers' Association recently met at the Alt Heidelberg to elect officers for the ensuing year. The result was the re-election of the present incumbents, consisting of Mel. G. Soper, president; Herman Lieberman, first vice-president; Bert Johnson, second vice-president; E. Schauroth, secretary; J. B. Girard, treasurer. The organization at present has more than one hundred members and is planning to extend it activities.

Prominent Tobacco Men at Manning Opening

The J. P. Manning Company, Boston, Mass., recently opened their new quarters at 500 Atlantic Avenue, that city. Numbered among those who attended were Louis Armstrong, head of the cigarette department of the American Tobacco Company; Colonel Mayhew, of the plug tobacco department of the same company; David Ball, vice-president of the P. Lorillard Tobacco Company; and R. G. Sullivan, the well-known manufacturer of Manchester, N. Y.

"Vers Libre"

Herewith is appended some "vers libre" by our good friend, J. W. Berengher, of New Orleans.

THE WEED OF COMFORT

By J. W. Berengher.

When the dinner is all over,
And the coffee, good and hot,
Is being served by the mistress
While the guests merrily chat,
The meal incomplete would be,
If the pleasure it should lack,
Of leaning back on my chair
And lighting a good cigar.

When I feel a fit of anger
Slowly creeping o'er my heart,
Caused by any aggravation
Of my kin, or fellowman,
Nothing composes me quicker
Or better my temper calms
Than the chewing, and the puffing
At the butt of my cigar.

When the quiet of evening comes
After hours of toiling hard;
When the kids asleep have fallen
With their mother's lullaby,
Then I sit alone—to read
Or to think of days gone by—
While my mind and nerves are soothed
By the smoke of my cigar.
For the "weed" has many comforts

Very dear to simple hearts—
And the joys that go with money,
Power, or fame, you all may have
If you'll give me just three things,
Without which life hath no charms:
A good book, a cozy chair,
And a corking good cigar.

H. Straus Business to Be Continued Without Change

Following the recent death of Henry Straus, of the firm of Henry Straus, importers, jobbers and retailers, of Cincinnati, O., announcement is made by Mr. Straus' successor, Charles Straus, that his brother, Isadore Straus, has been transferred to the wholesale end of the business, carried on in the Straus Building, on Sixth Street, between Bain and Sycamore Streets. Isadore Straus was formerly in charge of the company's store at Fifth and Walnut Streets, and is succeeded at this location by Andrew Einspanier, who severs his connection as manager of the Sixth and Main Streets store of the Dow Drug Company. Mr. Charles Straus states that the business is to be continued as of old, and that his brother's death will make no difference in the activities of the company. Further announcements are to be made public following the probation of the will of Mr. Straus.

A Charles Abrams Store Burned Out

Charles Abrams, who conducts two cigar stores in Cleveland, O., one at 726 East Superior Avenue, and a second at 402 West Superior Avenue, was compelled to vacate the latter store owing to a fire which started in the basement of the building. The blaze, which damaged the Abrams stock to a considerable extent, was a stubborn one and required about twelve hours' work by the firemen before they succeeded in getting it under control.

Trade Jottings

George Roberts has sold his cigar business at 18 Ridge Street, Glens Falls, N. Y., to Thurlow C. Leavens.

"Pridemark" cigars have become leaders in the stock of the Stein Tobacco Company, 465 Seventh Street, Milwaukee, Wis.

"Critic" cigars, manufactured by E. M. Schwarz & Company, are being placed locally by the Cuban Cigar Company, Denver, Col.

More than $2000 will be spent by Rapp & Klein in remodelling and improving their cigar store at Fifth and Main Streets, Lafayette, Ind.

Charles Roescher has opened the Union Cigar Store, at 49 James Street, Middletown, N. Y. He will conduct a wholesale and retail business.

The "Bodad" cigar, manufactured by Gans Brothers, has just recently been taken on for distribution by Charles D. Manning, Syracuse, N. Y.

A new cigar store, which its owner claims is among the finest in the State, was recently opened in Asheville, N. C., by S. A. Barbee. It is located at 53 Pattan Avenue.

The "Admiration" cigar of E. Regensburg & Sons, in three sizes, has been taken on for local distribution by the three stores of the Thomas H. Pitts Company, Atlanta, Ga.

T. X. Jones has bought the cigar store of B. R. Van Dervoort, at 113 East Jackson Street, Mankato, Minn. Mr. Van Dervoort was located at the stand for the past six years.

The Steele-Wedeles Company, Chicago, Ill., distributor of the "El Toro" cigar, announces good distribution on this brand. It is to be seen in many of the high-grade stores locally.

Through the efforts of the Red Lion Board of Trade it is understood that the San Telmo Cigar Company, of Detroit, Mich., will shortly open a branch factory in Red Lion, Pa.

The Retail Cigar Dealers' Association, of Denver, Col., have recently filed paper of incorporation. The names of the incorporators are given as John Ross, Harry Loritz and Jacob V. Schaetzel.

"Eutopia" and "Jefferson" smoking tobaccos were placed in a number of the downtown stores of Portland, Ore., by Harry F. Adams, of the Cameron Tobacco Company, on a recent visit to that city.

Mason, Ehrman & Company, Portland, Ore., state that they are having good distribution on the "Charles the Great" cigars of Salvador Rodriguez. They distribute the brand throughout Oregon, Eastern Washington, and a portion of Western Washington.

THE OFFICE BOY'S COLUMN

HONEST CONFESSION

Headline says, **"Don't Want New Dam."**
The old one is good enough for us, too.

THIS IS A TERRIBLE BLOW

The fact that the building at Fifteenth Street and Lehigh Avenue will no longer be occupied as a cigar factory will cause much regret among the many salesmen selling cigar and tobacco manufacturers. The upper stories of the factory commanded an excellent view of the Philadelphia National League Baseball Park. Imagine the feelings of a man who killed off the remaining relative last week to see the "opener" and now finds his only excuse swept away!

THE HIGH PRICE OF PIPES MADE HIM DO IT

An item from Kansas City is to the effect that a man in that city wanted a smoke so badly that he broke into a house and stole a pipe and some tobacco. Nothing else was taken.

He probably had his eye on a genuine French briar. If the owner had seen some of the pipe advertisements appearing lately he would have taken warning and kept it in a safe.

OUR PICTURE CONTEST

Suggest in not more than eight words an appropriate title for this picture. The author of the winning title will receive a ticket entitling him to a one-way ferry ride to Gloucester, N. J.

Answers should be addressed to Alibi Ike, c/o "The Tobacco World."

San Francisco

Ehrman Brothers & Company Buy Horn & Company—Adolph Goldberg Withdraws From Leaf Trade—Philippine Agent Interviews City Importers

San Francisco, April 20, 1916.

WHILE country salesmen are now beginning to hear a little dry weather talk from some sections of the interior, the general improvement in cigar sales in the cities and the larger towns of the Coast which has come with the improvement in general business conditions, has far more than made up for any little hesitancy of country dealers in the matter of buying. Most of the traveling men centering at San Francisco have had good spring trips, and some of them are back in town with glowing reports.

The buying out of Horn & Company, old-established and extensive wholesalers of cigars and tobaccos, is the biggest thing in the Coast cigar business that has happened in a long time. President Pendleton, of Horn & Company, who is understood to be very well fixed financially, decided, a few weeks ago, to withdraw from active business; and Ehrman Brothers & Company, well-known Front Street cigar jobbers, thought the opportunity to expand too good to be missed. For the time being the two stores will be operated separately, the Horn & Company business being left in the hands of Assistant Manager Brooks, who has long had charge of the business under President Pendleton. The large building on Davis Street will continue to be used by Horn & Company. Ehrman Brothers & Company will move their old business to fine new quarters in California Street, where quarters are now being fitted up for a first-class wholesale cigar business.

Another change of note, though more connected with the leaf trade than with the cigar trade, is the withdrawal of Adolph Goldberg from the wholesale leaf and cigar house of Conradi & Goldberg, which will hereafter be continued under the name of Philip Conradi & Son. Mr. Goldberg will retire from the trade.

Milton Esberg, of M. A. Gunst & Company, who has been spending some time at headquarters, left a few days ago for the North. He will spend some time at Portland, Seattle, Tacoma and Spokane before returning to San Francisco.

Edward A. Cohen, head of the M. A. Gunst & Company department of advertising, finds himself pretty well divided between the East and the West just now. Only a few weeks ago he returned to San Francisco from New York, and already he is on his way back. This time he will visit the new Gunst connections in Denver, Salt Lake, Kansas City and Chicago. He will be away until well into June.

H. Bercovich, the well-known San Francisco chain store man, is now paying a short visit to San Jose, Cal., where his company is also represented in force. Some additions to the San Jose quarters are in contemplation.

Irving I. Pollak, proprietor of the Merchants' Exchange Cigar Store, reports that business so far this spring has been good, and that he hopes for a continuance for some time. He expects quite a drop at vacation time, however, as he believes that a lot of business men will take more extended vacations this year than usual.

John Dougherty has bought out the cigar and tobacco business of A. W. McConnell, at Eureka, Cal.

Importers of Manila cigars are pleased with the evident determination of the Philippine government to promote the sale in the United States of Manila cigars and cigarettes. At home they have attacked the problem by undertaking to see that only good quality cigars are exported to America; and here they are preparing to do some effective publicity and other promotion work. Last week, A. B. Powell, chief clerk of the Insular Internal Revenue Bureau, arrived in San Francisco for a long stay in America, during which he will work in the interest of Manila cigars. While here he will interview local importers and prominent dealers and distributors to get the viewpoint of the American trade. After leaving San Francisco he will visit other large centers in the country.

The J. M. Lugo cigar business, at Los Angeles, has been sold to R. G. Baugh.

C. H. Coe, a cigar dealer of Hanford, Cal., has been visiting in San Francisco this week.

Edward F. Rosenthal, formerly of the M. A. Gunst & Company force in San Francisco, but for several years with the same house in New York, will, according to present plans, soon pay a visit to San Francisco and other California points, where he has friends. Mr. Rosenthal spent his boyhood in Tulare, Cal., where his father was in the cigar business.

M. Beggs has bought out the retail cigar business of J. M. Clausen in this city.

"Jack" Hoffman, traveling representative of the Falk Tobacco Company, is now on his way westward, and is expected to reach San Francisco some time next week.

Sol Arkush, who was formerly in the jobbing business in San Francisco, as the representative of the Martinez Havana Company, who is now Western representative of the same line, arrived in San Francisco a few days ago, after a trip to the factory. He reports a good business on the Coast, with prospects for a better business right along to the close of the year.

The D. M. Dallahan cigar and tobacco business, at Pasadena, Cal., was sold, a few days ago, to J. R. Wintler.

Graham Davis, sales manager for Bondy & Lederer, and W. Collins, Western representative of the same house, who have been visiting the San Francisco trade together, have now left for the South for a visit to the Bondy & Lederer connections in Los Angeles and other Southern California points.

Charles Patterson, traveling cigar salesman for Tillman & Bendel, San Francisco wholesalers, who has been ill for some days, has now recovered, and is again on the road.

Allen.

Stogie Manufacturers Want Revenue Tax Cut

At a recent meeting of the Cigar and Stogie Manufacturers' Association of Western Pennsylvania, held in the Chamber of Commerce rooms in Pittsburgh, Pa., a protest was registered against the alleged injustice of the revenue tax on stogies. The members complain that the same tax is levied on stogies that sell three for a nickel as on the highest priced cigars.

M. W. De Waters was again elected president of the association; W. D. Sharpe, vice-president; W. L. Wagner, secretary; J. Benjamin, treasurer.

St. Paul Cigar Merchants Elect Officers

The Cigar and Tobacco Merchants' Association of St. Paul, Minn., recently met for the election of officers. The following were chosen to act for the ensuing year: W. L. Grathwol, vice-president; E. A. Leuthge, treasurer; W. A. Jamieson, secretary.

More Distributors for San Martin & Leon Brand

Through the efforts of Jorge Leon, president of the firm of San Martin & Leon, Tampa, Fla., and Nat Rosenheim, factory representative, some fine accounts have recently been opened.

Announcement is made that the following firms will hereafter distribute the San Martin & Leon brand: Clarence Hirschorn & Company, Chicago, Ill.; J. T. Fargason Company, Memphis, Tenn.; Jake Kahn & Brod, Little Rock, Ark.; Mayer & Mohr, Montgomery, Ala.; and the McPike Drug Company, Kansas City, Mo.

The San Martin & Leon brands consist of "El Briche," "Hoyo de Cuba" and "San Martin y Leon." The tobacco from which the brands are made is grown on their own Vuelta Abajo plantations in Cuba. The leaf is imported to the United States and manufactured into cigars in the San Martin & Leon bonded factory in Tampa, Fla.

F. Bieringer Joins Bieringer Brothers Company

Ferdinand Bieringer has become a member of the firm of Bieringer Brothers Company, Boston, Mass.; his brother, A. Bieringer, president of the company, having recently sold him a portion of his own share in the concern. This followed a recent notice to Ferdinand Bieringer to the effect that, about May 1st, he would be compelled to vacate the building, which he was occupying in the conduct of his cigar business, inasmuch as the structure was to be torn down. Mr. Bieringer assumes the management of the Dock Square store on May 1st.

J. W. Draughon Joins J. T. Fargason Company

The J. T. Fargason Company, grocers, Memphis, Tenn., announce the appointment of James W. Draughon, who becomes identified with the company's cigar department. Mr. Draughon, who was formerly connected with the P. C. Knowlton Company, will not only accompany various of the grocery salesmen about the country in the interests of the brands handled by the Fargason Company, but will also have under his direction the city trade of the house as well.

Malta a Market for Smokers' Articles

According to a recent article in the "Commerce Reports," Malta offers an excellent and steady market for walking sticks and such smokers' articles as cigarette cases in silver, white metal, and leather, pipes, cigar and cigarette holders of all kinds, cigar cutters, automatic lighters, and match boxes. There are many shops devoted to the sale of tobacco, and several of them carry a large and varied assortment of smokers' requisites and walking sticks. However, during the past year the dealers have not been able to keep a sufficient stock on hand to supply the trade. This has been due partly to the fact that many firms which usually supply this market have been eliminated by the war and partly to the increased demand owing to the large floating population.

Owing to the large number of people passing through Malta a good trade could be built up in souvenir walking sticks, cigarette cases, etc. No attempt has ever been made here to offer this class of goods to the tourist trade, and the American firms that could furnish attractive articles would undoubtedly lay the foundation for a good business. Prices should be quoted c. i. f. Malta, if possible; and while it is now impracticable to ship direct from the United States, trans-shipments can be made through Genoa, Naples, or Marseille without unusual delay.

[A list of the principal Valetta dealers handling walking sticks and smokers' requisites may be obtained from the Bureau of Foreign and Domestic Commerce or its district offices. Ask for file No. 75063.]

Tampa Tips

A. L. Cuesta, Sr., Goes to Havana—"Dulce" Showing Pleases Salvador Sanchez y Ca—Mortimer Regensburg Back From Havana

RECENT local investigation disclosed a healthy business tone among the manufacturers. This is cause for congratulation in these days of soaring prices for raw materials and other necessary equipment. That there is a slight margin of profit being made by the manufacturers is far more comforting than if they had only their labor for their pains. Present conditions cannot always last. The war must come to an end some time. And right here it might be said that the manufacturers have in their own hands a remedy which, if properly and consistently applied, will, without doubt, redound to their benefit. And that remedy is advertising! If they will take the time to investigate, they will find that those manufacturers who in other times of stress continued their advertising, and in various cases increased their publicity outlays, they not only maintained their customers' business and good-will during the time of strife, but in various instances were gratified to learn on return to the normal period, that demand for their products had increased. And this over and above the outlay necessary for the increased publicity. If preparedness is necessary and a good thing for so many other stations in life, it is also a good thing for cigar manufacturers. Your remedy is advertising! Make use of it!

A. L. Cuesta, Sr., and his son, Karl Cuesta, have gone to Havana. The elder Cuesta plans to remain away about three or four weeks, but Karl is to remain in the Island for the remainder of the summer.

B. J. Mays & Company, local jobbers, have completed arrangements with Salvador Rico & Company to handle the entire output of the latter company's factory.

Excellent business on the "Dulce" cigar is reported by Salvador Sanchez y Ca.

Mortimer Regensburg is back in the city again following his recent visit to Havana.

Perfecto.

A. I. Downer Working on "El Roi-Tan" Cigars

Having inaugurated at Birmingham, Ala., with the assistance of the R. D. Burnett Cigar Company of that city, a lively campaign on the well-known "El Roi-Tan" cigar, A. I. Downer recently left for Atlanta, where he planned to open up a similar campaign. The special work is still being continued at Birmingham, which is again to have the co-operation of Mr. Downer in a short time.

Stroble Brothers Get "Cinco" Account in Cincinnati

Following several months' maintenance by the Eisenlohr factory of a local distributing agency at Cincinnati, O., on the "Cinco," supplemented by quite an amount of missionary work, the company announces the appointment of Stroble Brothers, of Cincinnati, as local distributors. The "Cinco" delivery auto has also been assigned for this company's use. It is reported also that Stroble Brothers take over the "Cinco" distribution in certain counties of Southern Ohio and Northern Kentucky.

Manhattan Cigar Stand Reopens in Wichita

The Manhattan Cigar Stand, in the Schweiter Block, Wichita, Kan., reopened recently, following a three weeks' suspension of business, during which its quarters were shifted to give it a larger frontage on North Main Street.

Higher Tax on Tobacco Unreasonable

THAT the Porter Bill, which is intended to increase revenue, will really decrease it as far as the cigar industry is concerned, is shown in a bulletin issued by the Tobacco Merchants' Association. Furthermore, the arguments are backed up with conclusive facts and figures which will prove very interesting to the cigar and tobacco industry.

This admirable protest against a higher tax on tobacco was prepared by Charles Dushkind, secretary and counsel for the Tobacco Merchants' Association of the United States. Last week he went to Washington with the brochure to present copies to those who are arguing for a higher tax on the tobacco industry.

As this pamphlet contains much authoritative information on the subject of costs and taxes in the tobacco industry it is reprinted herewith in part for the benefit of our readers:

At a meeting of the Executive Committee held on April 24, 1916, the Secretary read the correspondence received from members of the Association in regard to the Bill proposed in the House of Representatives by Congressman Porter providing for a graduated tax on cigars. Counsel for the Association also read a statement that he had prepared dealing with the entire tax question as regards the tobacco industry, and the matter having been fully considered, it was unanimously resolved by the Executive Committee that, although there is no reason for any apprehension that any serious attempt will be made to impose any taxes on the tobacco industry in addition to the burdensome tax amounting to about $110,000,000 a year already carried by the industry, it is, nevertheless, deemed advisable in view of the pendency before the Honorable, the Committee on Ways & Means, of the Porter Bill, H. R. No. 14079, that the Association issue a bulletin embodying the statement referred to with a view to demonstrating the extent of the burdens already carried by the industry and the impossibility of its being able to stand further or additional taxation.

Porter Bill Will Reduce Revenue

While the Porter Bill is intended as a measure to increase revenue, a mere survey of the cigar industry will show that instead of producing increased revenue the Porter Bill will reduce the revenue from cigars to a considerable extent, for while the Bill provides for a higher tax than the present rate on cigars retailing at more than $50, it reduces the tax from $3 to $2 on cigars retailing at $25 and less. Thus, on about 45% of the cigar industry which represents the output of 2 for 5 cent cigars and under, the taxes will be reduced to the extent of one-third and on 40% of the cigar industry which is represented by the so-called 5 cent goods that sell to the retail trade at above $25 to $35 per thousand, the tax will remain at its present rate, while on the remaining 15% the tax will be raised from $3 to $6. A fair estimate will show the following results:

Cigars retailing at 2 for 5 or less	45%	at $2.00 per M.	= $90
" " " 5 cents	40%	" 3.00	= 120
" " " 10 "	12%	" 4.00	= 48
" " " between 10 and 20 cents	2½%	" 5.00	= 12½
" " " " 20 and over	½%	" 6.00	= 3
	100%		$273½

Thus on 100 M. cigars the Government will collect $273.50 under the proposed rate instead of $300.

Of course there can be no objection to a reduction of taxes, but as an organization representing every branch of the tobacco industry we must earnestly object to the adoption of any system of taxation that would impose heavier burdens upon one branch of the industry to the benefit of another branch, or vice versa, that would relieve one branch of the industry of a certain amount of its burdens at the expense of another branch. This is in addition to the fact, hereinafter shown and elaborated, that the graduated or ad valorem tax invites fraud and is, therefore, inimical to honestly conducted business.

High Priced Tobacco Bears Heavy Taxes

It is contended, and with considerable force, that it is unfair that cigars which retail for five cents or less should bear the same amount of taxation as the cigars that sell for ten, fifteen, twenty or twenty-five cents, and indeed such contention would be both sound and logical if such were the fact, **but it is not a fact that cigars retailing five cents or less bear the same amount of taxation as the higher priced cigars do,** for it must not be forgotten that while the low priced cigars are made almost exclusively of domestic tobacco and hence they bear no more than $3 per thousand taxation, the high priced cigars are made almost exclusively of imported tobacco upon which the Government collects 35 cents a pound for the fillers, less 20% Cuban reciprocity rebate, and $1.85 per pound for the wrappers, so that taking cigars that usually retail 3 for 25 cents or thereabout which are next in popularity and in extent of consumption to the five cent cigar, we have the following figures:

15 pounds of fillers at 35c. duty = 5.25 less 20% = 1.05 =	4.20
2 pounds of Sumatra wrappers at $1.85	3.70
Internal revenue tax	3.00
Total	$10.90

so that the Government collects on the 3 for 25 cents cigars $10.90 per thousand, and on a five cent cigar $3 per thousand. In other words, the revenue actually received by the Government out of the former is over three and a half times the amount of the revenue received on the latter.

Let us now see the amount of revenue received by the Government from still higher priced cigars; we will take domestic cigars that are retailed for 10 cents—2 for 25 cents or 15 cents straight and that are of course made of Havana fillers and are usually covered by Havana wrappers and we have these figures:

18 pounds Havana filler at 35c. duty less 20% =	$5.04
4 pounds of Havana wrappers at $1.85 duty less 20% =	5.92
Internal revenue tax	3.00
Total	$13.96
Less allowance of 2 pounds cuttings of the wrappers which may be used for fillers,	.56
Net amount of revenue per M.	$13.40

We next come to imported cigars that are usually retailed at 20 or 25 cents and are commonly known as "Perfectos." The amount of revenue collected by the Government on that grade of cigars is as follows:

Specific duty at $4.50 a pound, 15 lbs. per thousand	$67.50
25% Ad Valorem duty on $90 per thousand, which is about the average value of that class of goods	22.50
Internal revenue tax	3.00
Total amount of revenue	$93.00
Less 20% reciprocity rebate on $90	18.00
Net amount of revenue	$75.00

The following table will show the comparative values of the cigars and the amount of revenue paid thereon to the government:

Retailing for 5 cents and less	$3.00
" " 3 for 25 cents	10.90
" " 10 to 15 cents	13.96
" " 20 cents Imported	75.00

What we have said concerning the cigar industry applies with equal force to the cigarette industry. Thus, a five cent package of cigarettes pays $1.25 a thousand revenue. This is of course the most popular grade of cigarettes and, according to the statistics compiled by the commissioner of Corporations in Part III of his Report on the tobacco industry, constitutes in the neighborhood of 81% of the entire cigarette industry. The government's income on that grade of cigarettes is, however, not limited to the internal revenue tax of $1.25 per thousand, for many of the brands are blended with Turkish tobacco paying a duty of 35c. per lb.

About 10% of the cigarettes consumed in this country are known as the 10c. packages which are made exclusively of Turkish tobacco and every thousand of these cigarettes although weighing only three pounds uses 3.68 lbs. of tobacco and the Government therefore collects $1.28 per thousand in addition to the $1.25 of internal revenue making in all $2.53.

It is true that while the 15 and 20c. packages do not use any more than 3 pounds of Turkish tobacco and hence the total amount of revenue collected by the Government from that class of goods does not exceed the amount collected on the 10c. cigarettes, to wit: $1.25 internal revenue and $1.28 customs duties. The percentage of sales of the 15 and 20c. goods, though, is so small and insignificant as compared with the total consumption of cigarettes that it would hardly justify the inauguration of an ad valorem system of taxation and thus open the door for the fraudulent practices hereinafter referred to.

As to little cigars, classified as cigars weighing less than 3 lbs. per M. it will be sufficient to say that the great bulk of them retail at one uniform price, to wit: 5 cents. Moreover, their output is practically negligible and no substantial revenue can be expected from that source in addition to what the Government is collecting at the present time. Furthermore as regards the small quantity of that class of goods that retail at 10c. a package they are made of Havana filler and pay an additional tax of about $1 per M. in customs duties on the fillers.

There remains but one general class of tobacco products to refer to and that is snuff and smoking and chewing tobacco including plug. Surely, there can be no serious contention for the imposition of an ad valorem revenue tax upon these products.

As regards smoking tobaccos, there are practically but two prices, taking the two ounce package or 1 2/3 ounces as the unit. They are either 5c. packages or 10c. packages usually retailed for 8c., the difference being made up in the quality of the tobacco and in the cost of the package, the five cent being usually a tinfoil package and the eight cent being a tin can package. There are no other grades of tobaccos to speak of and the proportion of the eight cent package to the five cent package is so small that the additional revenue, if an ad valorem tax be imposed, would hardly pay the cost of the additional accounting inspection, etc., that the Government would be called upon to do in such case.

As to snuff and plug, there is hardly any difference in grade or price, except that of some brands of plug, the consumer gets a little bigger slice than of other brands; so that it is entirely unnecessary to go into further details in regard to this branch of the tobacco industry for the purpose of showing the inapplicability of the ad valorem system of taxation.

Taxes Greatly Exceed Earnings

But the main object of those who advocate the ad valorem system of taxing tobacco products seems to be to impose additional taxes upon the tobacco industry and realizing that the cheaper grades of products are already taxed to the limit, they have conceived the idea that additional revenue can be raised by adopting the ad valorem system and thus raising the revenue on higher priced goods, overlooking the essential fact as already pointed out, that the higher priced goods already bear much more than a proportionate share of taxation. However, considering the aggregate amount of taxes paid by the tobacco industry as compared with its gross income and its earnings, it must be perfectly clear that the tobacco industry as a whole, and each and every branch of it is already sufficiently taxed, in fact taxed to such an extent that the imposition of any additional burdens would practically amount to a confiscation of property.

To demonstrate the correctness of the above assertion reference need only be made to the official report of the Corporation Bureau of the Department of Commerce entitled "Report of the Commissioner of Corporations of the Tobacco Industry, Part 3" published in 1915. The Corporation Bureau it appears has made a thorough and exhaustive investigation into the tobacco industry after the disintegration of the former Tobacco Trust by the Dissolution Decree of the Court and the tables show that the amount of revenue collected by the Government from manufactured tobacco products exceeds the amount of net income earned by the manufacturers and in this connection it must be stated that these figures are not based upon the earnings of the Trust or of the Disintegrated Companies of the Trust referred to in said report, but of both the successor companies as well as other concerns.

Graduated Taxation Will Stimulate Fraudulent Practices

There is indeed much to be said in regard to the impracticability of a graduated internal revenue tax; not only because it will involve complicated accounting and bookkeeping but because it will open the way to fraudulent practices both on the part of those who may desire to defraud the Government by attaching low priced revenue stamps on high priced goods as well as those who may desire to deceive and mislead the public by attaching high priced stamps to a low grade goods.

A graduated tax was tried in 1862 in connection with plug and that was soon found impracticable and dropped. And so a graduated tax was tried on cigars in the early times and that was soon abolished. Again in 1901 a graduated tax was imposed on cigarettes by fixing a 54 cts. tax on cigarettes retailing at $2 or less and $1.08 on cigarettes retailing at above $2. Our memory is still fresh with the fraudulent practices indulged in while that law was in force not only by old cigarette manufacturers, but by a

great many new concerns which had sprung into existence for the very purpose and with the very idea to take advantage of the opportunity to cheat the Government out of 54 cts. on every 1000 cigarettes.

The practice was simply for such manufacturers to sell their entire output of cigarettes to a dummy acting in collusion with them at the price of $2 per thousand, requiring only a 54 cts. stamp and the dummy would thereafter bill them to the trade at the regular prices which would of course require a $1.08 stamp. In this fashion the Government was not only defrauded out of millions of dollars but the law abiding and legitimate manufacturers suffered untold disadvantages and loss of trade, as a result of unfair competition brought about by the fraudulent practice of unscrupulous concerns.

The same practice would undoubtedly be indulged in again if a graduated tax should be fixed upon cigarettes and it would be followed even to a much greater extent in connection with cigars if an ad valorem tax upon that commodity should be imposed. There is absolutely no way of guarding against such frauds, except by requiring manufacturers to sell their goods at the same uniform price to all who may desire to purchase them. But that requirement would not only revolutionize the well established methods of doing business but it would cancel existing exclusive agencies and would impair the obligations of existing contracts. Particularly in the cigar line it has been the custom from time immemorial to manufacture private brands for customers. Such private brands would necessarily have to be abolished, if manufacturers should be required to sell their goods to everybody who may come along at a uniform price.

As thus pointed out, such system of taxation will not only result in the Government being defrauded out of substantial revenue to the disadvantage of the honestly conducted business, but it would also open the door to fraud and deception against the public at large by dressing up inferior goods with high priced stamps and selling them at auctions and fake bargain counters for fancy prices.

One more important point must not be overlooked and that is the difficulty, if not the utter impossibility on the part of the Government to determine the amount of assessments to be levied in case of shortage of tobacco. Thus, if a concern should be found short in the quantity of tobacco called for by the revenue accounts, it would be impossible to determine whether an assessment should be levied at the rate of $2 for every 25 lbs. of tobacco which is the quantity allowed for 1000 cigars or $6 and of course the same difficulty would be encountered in connection with cigarettes. Thus a manufacturer may sell a hundred thousand clear Havana cigars, the tax upon which would be $600 and being short of the 2500 lbs. of tobacco used for the 100 M. cigars he would probably be assessed only at the rate of $2 for every 25 lbs. or $200 in all.

It is painful to read some of the speeches delivered by those who seem to think that the tobacco industry should alone furnish all the revenue the Government needs, overlooking the fact that excessive taxation may tax the industry out of existence and deprive the Government even of the usual revenue. If the advocates of increased taxation on tobacco products would only confine their utterances to an expression of their own views, there would be no cause for apprehension for the great majority of our legislators fully realize that the tobacco industry, contributing as it does almost $110,000,000 a year to the revenue required by the Government, already carries its full measure of burdens: they can neither be influenced by eloquent oratory nor moved by appeals to passion or prejudice. But the difficulties arise when these speakers enter upon the realm of figures and statistics, presenting various schedules and tables secured especially for that purpose, and proceeding to analyze them with a view to demonstrating with mathematical certainty that the tobacco industry could be taxed and taxed and taxed and still further taxed and people would still continue to use that commodity.

Figures and statistics are indeed helpful in determining questions of taxation, but to be helpful they must be read and analyzed by men having a thorough knowledge of the particular industry that they deal with, for such figures and statistics unless properly and correctly read, compared, associated and analyzed, might lead to erroneous conclusions and serious blunders.

Thus, for example, in a speech delivered in the House of Representatives in 1911 in connection with the bill then pending for the reduction of duties on wool, etc., the speaker endeavored to demonstrate by figures and statistics that the tobacco industry can stand at least $120,000,000 of **additional** taxation upon the basis of the Revenue Laws of 1875. Of course, his figures were correct and his calculations were also accurate, but being unfamiliar with the history and conditions of the tobacco business he overlooked not only the material changes of conditions since 1875, but certain other sets of figures and statistics which should have been taken into consideration in making comparisons and which would have necessarily lead to entirely different conclusions.

It will be sufficient for the purpose of this bulletin to refer only to a few of such incidents. Thus the Representative in Congress asks, "What is more unequal and unjust: what is more of a pitiable parody on our taxing system than a law that taxes 25 cent cigars at 1.2 per cent. of its retail price, etc.? Whereas the fact is that in addition to the 1.2 per cent. of the retail price the 25 cent. cigar that usually retails for 20 cents is paying $72 per M. in customs duties so that the Government collects altogether 7½ cents on every cigar that retails for 20 cents.

"If the internal revenue law of 1875 had been in force on the tobacco consumed last year," said the Congressman, "the Government would have collected instead of $58,000,000 (Revenue receipts of 1910, the amount for 1915 being $80,000,000) $178,000,000, overlooking the fact that the aggregate profits on **all** manufactured tobacco products in 1910 did not exceed $50,000,000—and that an increase of $120,000,000 in taxes would have wiped out all the profits and $70,000,000 besides."

According to the official report of the Commissioner of Corporations on the Tobacco Industry, Part III, page 20, the aggregate earnings of the trust in 1910 when it controlled **from two-thirds to five-sixths** of the entire tobacco industry except cigars, amounted to $30,965,069. We are liberal indeed in adding $19,000,000 to cover cigars and the earnings of all concerns other than the trust on tobaccos and cigarettes to call it $50,000,000 as the aggregate earnings during the most glorious year of trust existence, and still we are told that the Government should have imposed $120,000,000 additional taxation.

Another striking example of erroneous statements caused by unfamiliarity with the subject matter may be found in the statement of the same speaker, where he said:

"If we would tax tobacco as England taxes the tobacco she imports from us, we would have $96,000,000 more than all the duties that we collect by reason of the tariff on everything except wines, liquors, cigars and tobacco." According to the same statement England imposes a duty of 74 cents a pound on the tobacco it imports from us.

At the outset it must be stated that it seems to be perfectly apparent that by a comparison of **Internal Revenue Taxes** of one country with the **Tariff Duties** of another country no fair conclusion can be reached. Moreover, it must be remembered that while England is imposing a tariff duty of 74 cents on tobacco that it imports from the U. S., we are paying tariff duties on tobaccos that we import at the rate of 35 cents for mere fillers and $1.85 for wrappers, in addition to our internal revenue tax. Thus in 1914 the Government collected about $26,000,000 in duties on imported tobaccos in addition to the $80,000,000 of internal revenue.

The very idea of suggesting that we go back to the 1875 Revenue Measure shows that the gentleman advocating it was entirely unfamiliar with the present conditions of the tobacco industry.

In 1875 the tax on tobacco was 24c. per lb. while the present average price that tobacco is sold for to the retail trade is only 36c. per lb. The cost including the present Revenue Tax being 29.9c. per lb. (see page 87 Report on Tobacco Industry).

In 1875 the average farmer's price for tobacco was about 7c. per lb., while in 1913 the average price of tobacco has gone up to 12.8c. per lb. Thus while leaf tobacco has almost doubled in value the price of the manufactured product is now but one-third of what it was sold for in 1875.

According to the earliest figures obtainable the total tobacco acreage in 1879 was 639,000 producing 472,661,000 lbs. of tobacco at a value of $36,395,000; in 1913 there were 1,216,000 acres producing 953,734,000 lbs. of tobacco at a valuation of $122,481,000. Thus while the increase in acreage was not more than 90 per cent. and the increase in production not more than 100 per cent. the increase in value is over 200 per cent.

As to cigars, the revenue in 1875 was $6 per thousand while the present average profit on domestic cigars as already shown is only $2.83 per thousand, and the average price of domestic cigars now is only $31.35 per thousand which, like in the case of tobacco, is probably one-third of the price that cigars were sold for in 1879.

It is frequently asserted that tobacco is a luxury and it has even been stated at times by legislators and other public officials that being a luxury there is no limit to the extent of taxation that may be levied upon tobacco.

It is needless to discuss the question as to whether tobacco is or is not a luxury. If it is a luxury, it is indeed quite a necessary luxury. The Perfecto cigar may be a luxury to the gentleman smoking it, for he could perhaps get along as well with a Stogie, but ask the longshoreman or the laborer whether the pipe or the chew is a luxury to him and you will receive a very emphatic answer to the contrary.

Things that have become a necessary part of one's existence, whether by force of habit or by actual necessity, are not luxuries and cannot be classed as such. A young lady may easily dispense with her box of chocolates, but the workman cannot so readily discard his pipe or his chew, nor can the millions of other consumers of tobacco omit that article from their daily wants to the very great majority of whom it probably constitutes the only luxury that they are able to indulge in.

However, whether tobacco is or is not a luxury, the fact remains that

31,000,000 people in the United States use it.
428,879 retailers sell it.
19,000 factories manufacture it.
4,000 farmers raise it.
1,225,000,000 acres of farm land produce it.
175,000 wage earners work at it.
$75,000,000 annually is paid out to wage earners who work at it.
$110,000,000 or thereabouts is collected by the Government annually from it.

Surely even if tobacco is a luxury, which we do not admit, the millions of people using it and the hundreds of thousands of people connected with the industry as shown above, not speaking of the hundreds of thousands of salesmen, salaried officials and people engaged in related or supply products that earn their livelihood from the tobacco industry and the great army of stockholders that hold stocks and securities of tobacco companies should be considered.

There is unquestionably a limit beyond which even the Government has no right to go in exercising its power of taxation and there is a limit above which no commodity can be taxed without subjecting those engaged in it to bankruptcy. The tobacco industry as is shown by the above figures, has reached that limit. If the Government needs additional revenue, some sources other than an industry that is already taxed to its limit should and can be readily found.

Respectfully submitted,
CHARLES DUSHKIND,
Secretary and Counsel.

Approved by the Executive Committee April 24, 1916.

Joseph P. Manning Company Opens New Store

The Joseph P. Manning Company, wholesale distributors of cigars, tobacco, cigarettes, pipes, etc., recently opened their new store at 500 Atlantic Avenue, Boston, Mass. Having outgrown its old quarters in Fulton Street, it was found necessary to acquire larger accommodations. The business relations of this house extend over the greater part of New England.

The new quarters consist of three floors and a basement and have a total area of more than one acre. Every modern appliance which will facilitate business has been introduced.

The business of this house was founded in 1859, by James Quinn.

After Mr. Quinn's death the firm was taken over by McGrenery Brothers & Manning, and in 1914 was reorganized under the name of Joseph P. Manning Company. The officers and members of the firm are: Joseph P. Manning, president; J. F. Logan, vice-president; C. D. Hunter, secretary; T. J. Reardon, J. M. Dwyer, W. R. Wheeler and D. F. O'Connell.

The firm is the largest cigar and tobacco dealers in New England, carrying a stock of over 400,000 cigars. Its daily output of cigarettes is one and a quarter million; the output of cigars is 48 million per year. They are the sole New England agents for the following well-known brands of cigars: "La Preferencia," "El Roi Tan," "Chancellor," "Langsdorf," "Greystone" and "Fort Hill."

The cigar department is in charge of D. F. O'Connell. The pipe department, which is in charge of J. F. Reardon, is said to have the largest distribution of briar pipes in the United States, carrying over 100,000 pipes in stock at all times.

Their traveling force consists of thirty-four men, who cover the entire New England States, and five men covering New York and Pennsylvania.

For delivery they have fourteen motor delivery cars and two three-ton motor trucks. Their aim is the quickest possible delivery. If an order is received at 10 A. M., from a radius of fifty miles, it is delivered before 2 P. M.

The El Sidelo Cigar Company, Incorporated, of New York, has recently filed a certificate of incorporation at Albany, N. Y., for the purpose of buying and selling tobacco, operating factories, warehouses, etc. The authorized capital stock is $400,000.

Deaths in the Trade

Henry Straus

A stroke of apoplexy sounded the final roll call for Henry Straus. The attack occurred while Mr. Straus was an interested spectator of a recent baseball game between Cincinnati and Chicago, at Redland Field, Cincinnati, O. Death came as the deceased was being removed to his home at Avondale.

Henry Straus was the head of the large importing, jobbing and retailing firm of that name doing business at Cincinnati. He started his career in the cigar business as a boy of thirteen, at that age having entered the store of Krohn, Feiss & Company, at Fourth and Walnut Streets. Some years later Mr. Straus engaged in business for himself. Shortly afterwards, he and his brothers founded the firm of Henry Straus. The business grew and prospered. Today the company controls various retail stores and hotel stands in Cincinnati, O., and Lexington and Louisville, Ky. It also enjoys a successful jobbing and importing business.

Henry Straus had a host of friends. He was a member of a number of clubs, and was a prominent figure in business circles. Any important movement of the Chamber of Commerce, the Business Men's Club or similar organizations was always certain of the co-operation of Mr. Straus. His death will leave a place that will be difficult to fill. He was fifty-nine years old, and is survived by an aged mother and his four brothers.

Fultiene Clare

Fultiene Clare, a wealthy tobacco manufacturer and a member of Liggett & Myers Tobacco Company, died recently as a result of stomach disorders, at his home in Montgomery, Mo.

Oliver M. Arkenburgh

Oliver M. Arkenburgh, who was formerly engaged in the leaf tobacco business, died recently at his home, 233 West One Hundred and Seventh Street, New York City. He was a son of the late Robert H. Arkenburgh. He was sixty-seven years old.

He was graduated from the College of the City of New York, and was a member of the Chamber of Commerce and was a veteran of Company A, Seventh Regiment, N. G. N. Y.

Stogies Seized in Lancaster

Fifty-one boxes, totalling 2484 stogies, were recently seized on the premises of the Imperial Cigar Company, No. 9 West Chestnut Street, Lancaster, Pa., by revenue agents, on a charge of violating the law covering the proper packing of cigars. This law is to the effect that cigars shall not be packed in excess of or less than the amount provided by law, which is fifty, to be placed in each package.

Those boxes containing "Leap Frog" stogies varied in number from forty-four to fifty-four each. Person or persons claiming these are notified to make such claims in writing within thirty days of the seizure. A bond of $250 must also be filed.

"Quincy" Cigar in New Home

Breslin & Campbell, manufacturers of the "Quincy" cigar, recently announced the opening of their new offices and factory, at 49 Melcher Street, Boston, Mass.

Trade Jottings

The "El Roi-Tan" cigar in ten sizes is distributed by I. Samuelson & Company, Memphis, Tenn.

Ruy Lopez Company, Key West, Fla., report a gain of 40 per cent. in the company's business for the current year.

April 15th last, at Oklahoma City, witnessed the opening of the United Cigar Company's first store in the State of Oklahoma.

The cigar factory building of A. K. McLane, at Washington Borough, Pa., is being remodelled for W. S. Ohmit, who will occupy it as a cigar factory.

Numbered among the newcomers in Chicago manufacturing circles, is the Arkin & Brill Cigar Manufacturing Company, of 832 South Claremont Avenue.

Articles of incorporation have been filed for the Lantau Cigar Company, with a capital stock of $10,000. It intends to conduct a retail business in cigars, tobacco, smokers' supplies, confectionery, etc.

Death having recently claimed B. F. Meyer, president of the B. F. Meyer Cigar and Importing Company, Denver, Col., the report is current that the company will dispose of its business and retire.

An additional branch store has been opened in the Terminal Building, 307 West Grand Avenue, Oklahoma City, Okla., by the Rothenberg & Schloss Company. Lewis B. Solomon, Jr., is in charge.

May 25th has been the date set by Deitch & Company, Atlanta, Ga., for the opening of their new store at Marietta and Forsyth Streets. The cigar counter will be under the direction of Jim and Brat Davies.

The Union-American Cigar Company has declared the regular quarterly dividend on preferred stock of one and three-quarters per cent. (1¾%), payable May 15, 1916, to stockholders of record April 29, 1916.

Following eighteen years' connection with the C. C. Snider Cigar and Tobacco Company, William Lassiter has severed his connection with that concern and is now identified with the R. D. Burnett Cigar Company, Birmingham, Ala.

Jacob Klinedinst, formerly employed at "Ye Smoke Shop," York, Pa., has taken over the "Square Cigar Store" in the Rupp Building, that city. George Spangler, who previously owned the stand, has acquired "Briggs' Place," on South Beaver Street, having purchased it from William B. Bratton.

The Commercial Cigar Company, of Newark, O., has recently filed articles of incorporation at Columbus, O. Capital stock of $25,000. The incorporators are Eli Border, A. Chotiner and Sarah Chotiner. This firm manufactures the rapidly growing "Columbus Dutch Tops" and "Columbus 1492" stogie brands.

Government Co-operation With the Trade Press

Washington, D. C., April 28, 1916.

In his address on April 28th, before the New York Trade and Press Association, Dr. Edward Ewing Pratt, Chief of the Bureau of Foreign and Domestic Commerce, Department of Commerce, urged a more complete co-operation between the trade papers and his Bureau. "We are both going in the same direction," said the speaker. "The Bureau and the Department are endeavoring to build up the commerce of the United States, and I have found that the trade papers are not only honestly trying to build up their respective industries, but are succeeding nobly. I believe that the trade papers are the most effective agencies for trade promotion and industrial betterment that exist."

Dr. Pratt then went on to outline the activities of his Bureau to show in what direction closer co-operation is possible. "We get our commercial information from consuls, from commercial attaches, and from commercial and special agents, and then we distribute it from the Washington office through correspondence, publications and district offices. Our sources of information, together with a large part of our staff in Washington, constitute our production department. Our product is information concerning foreign trade; our price is action. We have effectively placed a piece of information when we have induced the manufacturer, exporter, banker or investor to take some definite, concrete action—to do something."

"The question now is, what help does the Bureau need from the Trade Press in carrying on its very important work? In the first place, we need your help in determining what studies ought to be made. We have often received the most expert assistance from the Trade Papers, and we want it just as often as we can get it. We also need your help in determining how studies in foreign commercial fields should be carried on. We need your help in finding the right kind of men to make investigations. That is no easy task, for we require men who combine knowledge of foreign languages and technical training with reportorial ability. The trade papers ought to be able to put us in touch with first-rate men. After the reports are written, you can help us by criticizing them and assisting us to separate the essential from the non-essential. And, finally, we need your help in placing the information before the people who need it.

"The Bureau can help the Trade Papers by supplying them with the best of foreign-trade copy—copy that could not be had at any price if it were not for the unsurpassed news-gathering facilities the Government has in foreign countries. This matter of using our copy is a very important one, and it is a matter that I want to talk over very carefully with the members of your association. I shall welcome any suggestions from any members."

"United" Opens Branch Store in Oklahoma City

A United Cigar Store has recently been opened in Oklahoma City, Okla., at 128 Main Street. David Meyer, of St. Louis, superintendent of the southern division of the United Cigar Stores Company, has been in the city directing the work of organization.

Rothenberg & Schloss Open in Oklahoma City

Rothenberg & Schloss, one of the largest cigar jobbing houses in the country, recently opened a branch in Oklahoma City. Their present quarters are in the Terminal Building, 307 West Grand Avenue. Lewis B. Solomon, Jr., has charge of the management of the branch in Oklahoma City. Mr. Solomon, while a young man, has had many years' experience in the cigar business.

United Drug Company Stock Plan

The reincorporation in Massachusetts of the $34,000,000 United Drug Company has been completed and the final day for conversion of Riker-Hegeman stock has been set as April 29th at the Bankers' Trust Company. Riker & Hegeman preferred stockholders will receive par for par of the first preferred of the United Drug Company and the common stockholders will receive $100 par value of common stock and $43.85 par value of second preferred stock of United Drug Company for each $100 par value of common stock of Riker & Hegeman Company. A circular has been sent to holders of certificates of deposit of Riker & Hegeman stock, which says in part:

"The holders of certificates of deposit of Riker & Hegeman stock under the plan and deposit agreement dated November 10, 1915, Bankers' Trust Company, depositary, may now receive the shares of stock of the United Drug Company, a Massachusetts corporation, to which they are entitled as follows:

"Preferred Stock—The holders of certificates of deposit of Riker & Hegeman Company preferred stock will receive $100 par value of the first preferred stock of the United Drug Company for each $100 par value of preferred stock of Riker & Hegeman Company deposited.

"Common Stock—The holders of certificates of deposit of common stock of Riker & Hegeman Company will receive $100 par value of common stock and $43.85 par value of second preferred stock of the United Drug Company for each $100 par value of common stock of Riker & Hegeman Company deposited."

The following distribution has been made to preferred and common stockholders of the old United Drug Company. Preferred stockholders of the old United Drug Company will receive first preferred stock in the new company, par for par, for their present old preferred stock—that is, for each $50 par value of 7 per cent. cumulative preferred stock held in the old company they will receive $50 par value of 7 per cent. cumulative first preferred stock of the new company. Common stockholders of the old United Drug Company will receive for each $100 par value of common stock held by them in the old company $225 par value of common stock of the new company and $100 par value of 6 per cent. non-cumulative second preferred stock of the new company.

The stock of the new company, it is said, will later be listed on the New York Stock Exchange.

American Tobacco Culture Company Bankrupt

Elmer B. Jacobs, secretary of the American Tobacco Culture Company, which was organized under the laws of New Jersey, and having a place of business in Bloomfield, Conn., filed a petition in bankruptcy, for the corporation, in the United States court, in this city, recently. Mr. Jacobs made oath that the corporation did not have the money to pay the filing fee. The liabilities are listed at $34,380.32, and $12,151.74 stand as unsecured, and $5000 as accommodation paper that others may be liable for.

Assets consist of real estate valued at $36,500; seven horses and four mules, valued at $1100; wagons and harness, $695; tools and other personal property, $635; debts due, $111; money in bank, $14.

It is understood that the company was overcapitalized when it was incorporated in 1908, that for a time it paid dividends on its capital, and that then further payments became impossible because of the "water." This led it into financial difficulties from which it was unable to recover, it is said. The business was started by Carroll & Davis and was later taken over by the corporation.

The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, April 24, 1916.

DURING the first fortnight of this month the market has been dull, as far as the demand for the United States was concerned, as there were no buyers to speak of in town. On the other hand, the inquiry for suitable grades for the Netherlands continued quite active, and the next steamer, the "Amsteldijk," is said to have all her cargo room fully engaged. This is a blessing for our leaf dealers, as it clears all the low grades of their holdings, and which our cigarette manufacturers were not anxious to touch, on account of the too mild quality. As the new crop is said to be of a very heavy quality, they may possibly regret not having secured enough for mixing purposes; although they may have purchased some small lots. The call for the South American republics has continued to a moderate extent.

Since the second half of this month we have had a couple of heavy American buyers here, and we understand that one of them shall have taken about 2000 bales of leaf for his factory; but this transaction will belong to our next report.

According to the statement of brokers in town, there remains in our market around 30,000 bales of leaf for sale still in first hands; so American buyers are still able to secure some selections, although it ought not to be lost sight of that not all of this quantity will suit the requirements of the American market. As the next crop is bound to be small in volume and, very likely, also of a very heavy quality, which may require a long time to cure, it will be a blessing to have something to fall back upon in case of need. American buyers will have to be prepared to pay considerably higher prices for the 1916 leaf, as undoubtedly the vegueros will insist upon high figures for the good part of their leaf, and they will get the same, in all probability.

As we have had quite a heavy rainstorm, accompanied by thunder and lightning, as well as inundations, in the city of Havana, on the 21st inst., it looks as if now we had entered into our rainy season for good, as our atmosphere has assumed the typical moist condition in summer, and if the same state of affairs has prevailed in the country, then we may hope to see a commencement of the escogidas, during the coming month of May, although it may be June before the Remedios crop could be packed.

For the critics, who might question the accuracy of our sales reported semi-monthly, we beg to say, that we try to mention only the sales from first hands; but we have met with the difficulty, that some sales given to us, as being for local account, which we interpreted as being for our cigar or cigarette manufacturers, were in reality made to speculators (local leaf dealers), and in this manner there must have been some sales reported twice. Furthermore, in taking the stocks on hand upon January 1st of this year, we must have been misinformed about the actual quantity; as can be seen by the following figures:

Stocks in first hands January 1, 1916, estimated at	90,000 bales
Adding receipts from the country up to April 14th	28,848 "
Total stock for sale	118,848 "
Less sales reported to April 15, 1916	100,965 "
Remaining stock for sale in first hands,	17,883 "

Consequently we are a little over 12,000 bales short, if the brokers' report of there being still 30,000 bales for sale is correct. As some sellers or buyers are adverse to giving the true figures of their sales or purchases, it is almost impossible to get at the exact numbers in any event, although for all practical purposes, we presume, we come as near the truth as is possible under the given circumstances.

Sales during the past fortnight totalled 8077 bales, or, which divided, represented: Vuelta Abajo and Semi Vuelta, 4058; Partido, 140; and Remedios, 3879 bales.

Buyers were: Americans, 635; exporters for the Netherlands, 5965; shippers to South America, 772; and our local cigarette manufacturers, 705 bales.

Exports of leaf tobacco, from the port of Havana, for the two weeks ending April 18, 1916, totalled 12,544 bales, and which were distributed to the following countries, viz.: To all ports of the United States, 11,992; to Canada, 341; to Norway, 20; to the Canary Islands, 5; to Spain, 44; to the Argentine Republic, 132; and to Chile, 10 bales.

Receipts of Leaf Tobacco from the Country

	For the 2 weeks ending Apr. 14, 1916.		Since Jan. 1, 1916.	
Vuelta Abajo	2,462	bales	10,589	bales
Semi Vuelta	232	"	1,148	"
Partido	28	"	551	"
Remedios	2,057	"	14,040	"
Oriente	25	"	2,519	"
Total	4,804	"	28,848	"

Buyers of Leaf Tobacco That Come and Go

Arrivals—From Tampa: Harry Erlich, of the Erlich Manufacturing Company; and Mortimer Regensburg, of E. Regensburg & Sons.

From New York: S. Ruppin, of S. Ruppin, Incorporated.

Departures—To Tampa: Harry Erlich and Mortimer Regensburg.

To New York: Valeriano Gutierrez.

To Spain: Manuel Vigil, with two of his boys; Imogenes Foyo; Manuel Martinez (Trivilin); and Joaquin Corral, accompanied by Mrs. Corral. All of them are bound upon a pleasure trip to their native country.

Antero Prieto, of Sobrinos de A. Gonzales, returned last week from his flying trip to New York.

Cigars

Very little can be said about our cigar factories, as excepting the few big ones, most of them are trying to get along as best they can under the prevailing discouraging circumstances. Unless the English market should be opened again to our factories before long, the outlook is indeed very blue, as the American demand alone, and including even the other countries, is not sufficient for the majority of the manufacturers to gain even a miserable livelihood by practicing the most rigid economy in every way.

Romeo y Julieta started the ball rolling by acquiring already some 1500 bales of the new temprano Vuelta Abajo crop, and for it contracted to pay enormously high prices, when packed. Romeo y Julieta has a stock on hand of Vuelta Abajo, which would produce twenty-six millions of cigars; therefore, with the diminished demand it would not have been necessary to buy any more leaf, but in order to keep up the accustomed blend, it is necessary to buy of the different crop years the choice part (the factory has no stock of the 1915 growth), although the 1916 crop might not be used for the blend until the year 1917.

While Mr. Rodrigues is seen seldom in the Romeo y Julieta factory, playing golf nearly all the time, he has of late come to the factory more frequently, as he has taken a great deal of interest in the new size "Coronation de Luxe," and he is happier over an order for 1000 cigars of this shape, than an order for a millian of the current sizes. As orders for cigars are coming in by millions, it simply goes to show how Don Pepin feels about this new size. The same retails in New York at fifty cents apiece; therefore, only rich people can afford to smoke this cigar, which is crême de la crême as regards the tobacco and also the workmanship. Romeo y Julieta exported, last year, seventeen million cigars, without counting the home demand, and is working quite well at present.

Partagas cannot complain about not having fair orders from the United States as well as from the other open countries.

Por Larranaga is doing well still for the American market, besides having good orders from South America, South Africa, Canada, Australia and New Zealand.

Punch is getting its share of the curtailed demand just now, but as Don Manuel Lopez is a great philosopher he does not complain.

Albert Upmann, partner of H. Upmann & Company, returned last week from his vacation in the United States, looking well and hearty, notwithstanding the bad weather he experienced while in the North. The factory is executing orders as fast as they arrive.

Sol and Devesa de Murias received more orders of late, which required the seating of additional cigarmakers.

Leaf Tobacco

There were two deaths in the leaf trade last week, one being the demise of Don Eduardo Perez, senior partner of Perez Hermanos, who was buried on Thursday afternoon, and the second Don Manuel Meneses Gomez, brother-in-law and attorney of Leslie Pantin, whose funeral was held on Good Friday afternoon. Both funerals were extremely well attended by the leaf, as well as cigar trade, showing the esteem they were held in.

Grosvenor Nicholas, of G. S. Nicholas & Company, of New York, came on a visit of pleasure, although not neglecting to call upon some of our manufacturers.

José Muñiz has been admitted as a partner in the firm of Muñiz Hermanos, and Jaime Muñiz received the power to sign the firm by power of attorney.

Mark A. Pollack left here on a business trip to the United States early this month.

The principal sellers were: M. Abella & Company, 1200 bales; Candido Obeso, 1024; José F. Rocha, 977; Gonzalez & Benitez, 600; Gutierrez & Zabala, 500; Camejo & La Paz, 450; Selgas & Company, 440; José Diaz Longo, 400; Lozano & Miguel, 322; Manuel A. Suarez & Company, 300; Miguel Gutierrez e Hijo, 125; and others of less importance.

The principal buyers were: Leslie Pantin, 2653; Walter Sutter & Company, 2548; Salvador Garcia, 1000; Mark A. Pollack, 701; Hijos de Diego Montero, 475; La Moda, 400; and B. Rosenblüth, 300 bales.

The principal shippers of leaf tobacco, from the port of Havana, above 200 bales, during the last fortnight were: Cuban Land and Leaf Tobacco Company, 2289 bales; Virgilio Suarez, 1609 bales; Walter Sutter & Company, 1467 bales; Leslie Pantin, 908 bales; J. Bernheim & Son, 725 bales; Manuel Suarez, 577 bales; Ernesto Ellinger & Company, 512 bales; Mark A. Pollack, 495 bales; José Suarez & Company, 478 bales; José F. Rocha, 364 bales; H. Upmann & Company, 344 bales; Menendez & Company, 342 bales; Manuel A. Suarez & Company, 327 bales; Michaelsen & Prasse, 214 bales; Hinsdale Smith & Company, 204 bales.

Oretaniv.

Tobacco Season Drawing to a Close

The leaf tobacco sales on all of the markets of Virginia and North Carolina are growing less, beautifully less, say the long-tongued auctioneers, un-beautifully less say the warehousemen who are dependent on commissions for a revenue. The sales in Richmond, for the last week, composed entirely of the sun-cured goods, amounted to but a little more than 1000 pounds. The offerings were of splendid grades and brought fancy prices, ranging from $14 up to $35 per 100, but there was not enough of it to get the sellers in a fine state of humor. Perhaps 500,000 pounds more of the sun-cured goods remain to be sold, and all of it will go under the auctioneer's hammer before the 1st of May.

Deputy Collectors Raid Shops in Providence

Deputies from the offices of the Collector of Internal Revenue, in Providence, R. I., were busy recently moving away the contents of the two cigarette and tobacco factories and the three cigar factories, whose owners were arrested for violations of the internal revenue laws.

Deputy Collector F. A. Daley seized the stock and machinery in the two cigarette factories, and Deputy Collector Henry Frederick seized the property of the cigar factories, working under the direction of Collector James J. Walsh. Deputy Collector William H. Bagley had the material removed to the United States Appraisers Stores, where it will be appraised, and later sold.

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Increasing Tobacco Crops in Costa Rica

United States Consul Chester Donaldson, reporting to the Department of Foreign Commerce, Washington, D. C., states that since the establishment of a large tobacco factory at San Jose, Costa Rica, the annual imports of tobacco have decreased about 50 per cent. It was found better to manufacture plug tobacco, cigars and cigarettes locally than to attempt to import them and pay the almost prohibitive duty, which amounts to approximately 85 cents per pound, plus a surtax of 5 per cent. of the duty on imports for consumption at Port Limon.

Efforts have been made, therefore, to encourage the raising of tobacco in the sections of Costa Rica where the best tobacco is grown, and manufacturers now are able to obtain the largest part of the material from the local planters. Thus they do not have to pay duty, and are able to undersell the imported article. There is, however, quite a demand reported for high grade cigars and cigarettes, and consequently quite a good volume of import trade in such tobacco products.

Sees Higher Leaf Prices and Smaller Acreage

Jacob Berger, one of the best known warehousemen in South Carolina, has recently returned to his home in Florence, after a visit to Kentucky. He states that since his return he has visited many of the growers and finds that there is going to be a shortage in acreage. He says that this is due to the fact that the severe cold spell in March killed many of the plant beds and that plants are now very scarce. His observations in Kentucky and in his home State lead him to believe that tobacco for the coming season will sell at high prices.

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Effective April 1, 1916.

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Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

WESTERN MAIL:—39,639. For cigars, cigarettes and tobacco. March 30, 1916. The Chas. Humburg Mercantile Co., Denver, Colo.
KEEWAHDIN:—39,640. For cigars. March 10, 1916. James E. Embury, Port Huron, Mich.
BOURBON FENCE RAILS:—39,641. For cigars. April 1, 1916. Power Grocery Co., Paris, Ky.
BRIDGEPORT M-D:—39,642. For cigars. April 1, 1916. McGuinness & Donovan, Bridgeport, Conn.
EL RIVARDO:—39,643. For cigars. April 10, 1916. Way-Meade Cigar Co., Philadelphia, Pa.
RIVARDO:—39,644. For cigars. April 10, 1916. Way-Meade Cigar Co., Philadelphia, Pa.
E-V:—39,645. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. April 10, 1916. Wattles & Co., Litchfield, Mich.
DELEVERNE:—39,646. For all tobacco products. April 10, 1916. John Schwartz & Son, Poughkeepsie, N. Y.
AN-AT-NOM:—39,635. For cigars. April 5, 1916. John F. Guilfoyle, Billings, Mont.
MISCHA ELMAN:—39,647. For cigars, cigarettes, cheroots and tobacco. April 12, 1916. American Lithographic Co., New York City.
BELLA MUSA:—39,648. For all tobacco products. April 5, 1916. The Moehle Lithographic Co., Brooklyn, N. Y.
JOE KEEN:—39,634. For tobacco, stogies, etc. April 5, 1916. Wm. Siers, York, Pa.
ATABOY:—39,649. For cigars. April 6, 1916. Hilson-Schloss, Inc., New York City.
EL CLAVO MUNDO:—39,650. For cigars, cigarettes and tobacco. March 27, 1916. Gustave Bluthardt, Jr., Chicago, Ill.
JOE G. GREENE & CO. (H. I. T.):—39,651. For cigars. March 23, 1916. Joe G. Greene y Ca., Greenwood, S. C.
SENFELDO:—39,652. For cigars, cheroots, cigarettes and tobacco. Registered March 18, 1916. Rosenfeld & Sons, Walton, N. Y.
LADY ALICE:—39,653. For cigars, cigarettes, cheroots and tobacco. April 7, 1916. American Lithographic Co., New York City.
STRIVER:—39,654. For cigars, cigarettes, cheroots and tobacco. April 11, 1916. American Lithographic Co., New York City.
HENCE:—39,655. For cigars, cigarettes, cheroots and tobacco. March 30, 1916. American Lithographic Co., New York City.
IN-A-BOX:—No. 39,656. For stogies, smoking and chewing tobaccos, cigars and cigarettes. April 12, 1916. Jobbers Cigar Co., Chicago, Ill.
BASE:—39,657. For cigars, cigarettes and cheroots. April 12, 1916. A. Cerati, New York City.
E. VALLEZ Y CA.:—39,658. For cigars, cigarettes, smoking and chewing tobacco. April 18, 1916. Wattles & Co., Litchfield, Mich.
HONEYCOMB CLASS:—39,659. For cigars, cigarettes and tobacco. April 13, 1916. Seidenberg & Co., Inc., New York City.
FOLD EASY:—39,660. For cigars, cigarettes and tobacco. April 12, 1916. F. M. Howell & Co., Elmira, N. Y.
HIRSCH'S SUCCESS:—39,661. For cigars, cigarettes, cheroots and tobacco. April 8, 1916. The Empire Cigar Factory, for Paul Hirsch, Butte, Mont.

TRANSFERS

LICENSE:—25,011 (Tobacco World). For cigars, cigarettes, chewing and smoking tobacco. Registered October 9, 1912, by The Moehle Lithographic Co., Brooklyn, N. Y. Transferred to Harry Swisher, of Newark, Ohio, on March 8, 1916. Re-transferred to Henry E. Seibert, Jr., Columbus, Ohio, on March 10, 1916.
DUTCH TREAT:—23,206 (U. S. Tob. Journal). For cigars, cigarettes and cheroots. Registered October 6, 1900, by Louis E. Neuman & Co., New York. Transferred to The United-American Cigar Co., Pittsburgh, Pa., on April 13, 1916.
ATOBA:—37,103 (United Registration Bureau for the Tobacco Industries); **23,557** (Tobacco World). For cigars, cigarettes, cheroots, chewing and smoking tobacco. Registered December 15, 1911, by American Lithographic Co., New York City. Transferred to Hilson-Schloss, Inc., New York City, on April 12, 1916.
SILVER CUP:—34,478 (Tobacco Leaf). For smoking and chewing tobacco. Registered December 30, 1907, by F. E. Myers & Co., York, Pa. "Silver Cup," No. 16,177 (Tobacco World). For smoking and chewing tobacco. Registered September 14, 1908, by E. B. Stoner, Hellam, Pa. Transferred from F. E. Myers & Co., York, Pa. Re-transferred to Columbia Tobacco Co., Columbia, Pa., on April 18, 1916.
TWO TOMS:—18,369 (Tobacco World). For smoking and chewing tobacco. Registered August 16, 1909, by E. B. Stoner, Hellam, Pa. Transferred to Columbia Tobacco Co., Columbia, Pa., on April 18, 1916.

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26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE
179 West Washington St., Chicago, Ill.

PHILADELPHIA OFFICE
322 Chestnut Street

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

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AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
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Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

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NEW YORK

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M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS
90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
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CIGAR LABELS OF HIGHEST QUALITY — CIGAR BANDS, SHOW CARDS, FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. :-: No bogus Advertising admitted.

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SANCHEZ Y HAYA

Factory No. 1 — Tampa. Fla.

THE STANDARD OF EXCELLENCE IN CLEAR HAVANA CIGARS — FACTORY No. 1 — TAMPA, FLA. — SANCHEZ-HAYA

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco, under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each.

Package and goods show quality and class in every detail.

"La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

SANCHEZ Y HAYA, Tampa, Florida

The Man Who Smokes Them Says—

"It is the BEST CIGAR VALUE IN THE WORLD at 5c."

That is the reason the **John Ruskin** Cigar is one of the World's Biggest Sellers.

John Ruskin 5¢

THEY COULD BE SMALLER-BUT NOT BETTER

John Ruskin Cigars are handmade and the Havana tobacco used is the choicest grown. They're mild—Big and Fragrant,

Valuable Profit Sharing Voucher on the Band of Each John Ruskin Cigar.

I. LEWIS CIGAR MFG. COMPANY

NEWARK, N. J.

Largest Independent Cigar Factory in the World.

NO USE TALKING

JUST go into the territories where **BOLD** is placed. The way this Nickel Cigar, is leading the procession will convince you.

That BOLD is "Above All"

Our claims are based on fact. Not talk.

BOBROW BROS. Philadelphia

THE TOBACCO WORLD

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"Cash Redemption" Notice Believed to Offer Solution of Department's Coupon Ruling

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Maryland Tobacco Warehouses Empty

Advertising as a Trade Stimulator

Getting Help From the Customer

The Office Boy's Column

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881

Vol. XXXVI No. 10

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

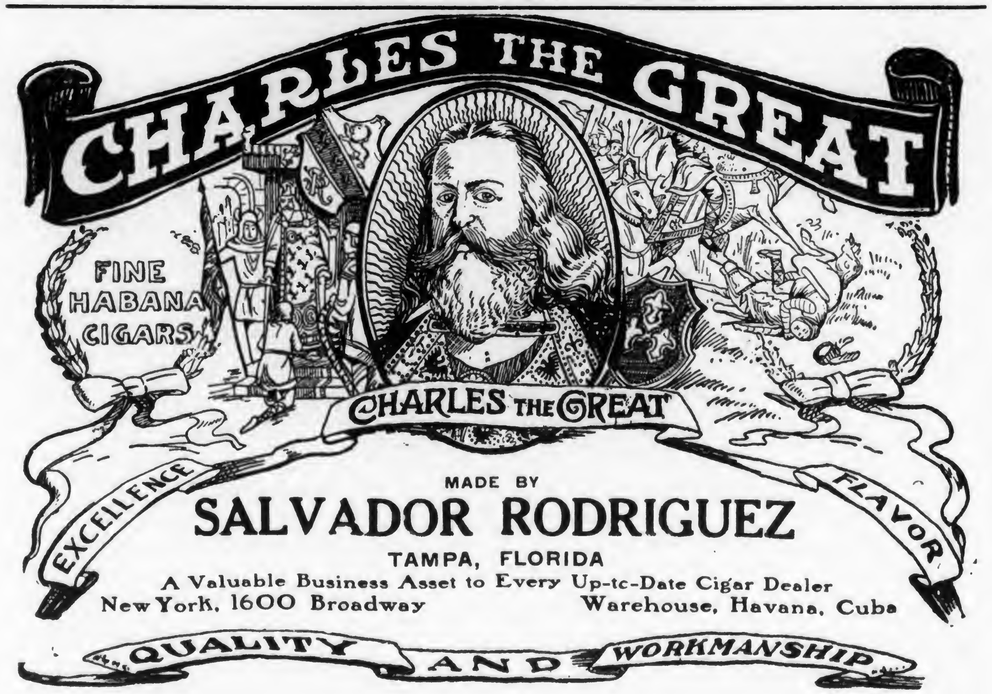
Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY: TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

TRADE MARK
Reg. U. S. Patent Office



Better profits are yours on the new retail price of 35c and up

Unusual conditions created this price. It enables you to make a fair margin on your pipe sales. Co-operation in maintaining the price will work to YOUR advantage.

The new price is being featured in all our advertising.

W D C

William Demuth & Company

230 FIFTH AVENUE
New York City

CABLE ADDRESS "PAVO, NEW YORK"

OSCAR PASBACH, PRESIDENT — J. A. VOICE, SECY & GEN'L MANAGER

"EVERYTHING THAT'S LITHOGRAPHED"

PASBACH-VOICE LITHOGRAPHING CO. INC.

ART LITHOGRAPHERS

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MAIN OFFICE & FACTORY
25TH ST. COR. OF 11TH AVE.
NEW YORK CITY.

Send for sketches showing original designs of labels with registered titles with exclusive control rights.

WESTERN BRANCH
20 EAST RANDOLPH STREET
CHICAGO, ILL.
JOHN B. THATCHER, MANAGER

CANADIAN REPRESENTATIVES
A. FRANKAU & CO. LTD.
27 VICTORIA SQ.
MONTREAL, CAN.

Londres Grandes

The Juan P. Portuondo

CIGAR MFG. CO.
PHILADELPHIA

De Luxe Segars

THE CALIDAD SIZE RETAILS FOR A DIME

Wonderful Value

CLEAR HABANA—FULLY MATURED

MADE BY
JOHN W. MERRIAM & CO.
101 Spring Street, New York
[MERRIAM CIGARS INC., SUCCESSOR]

For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

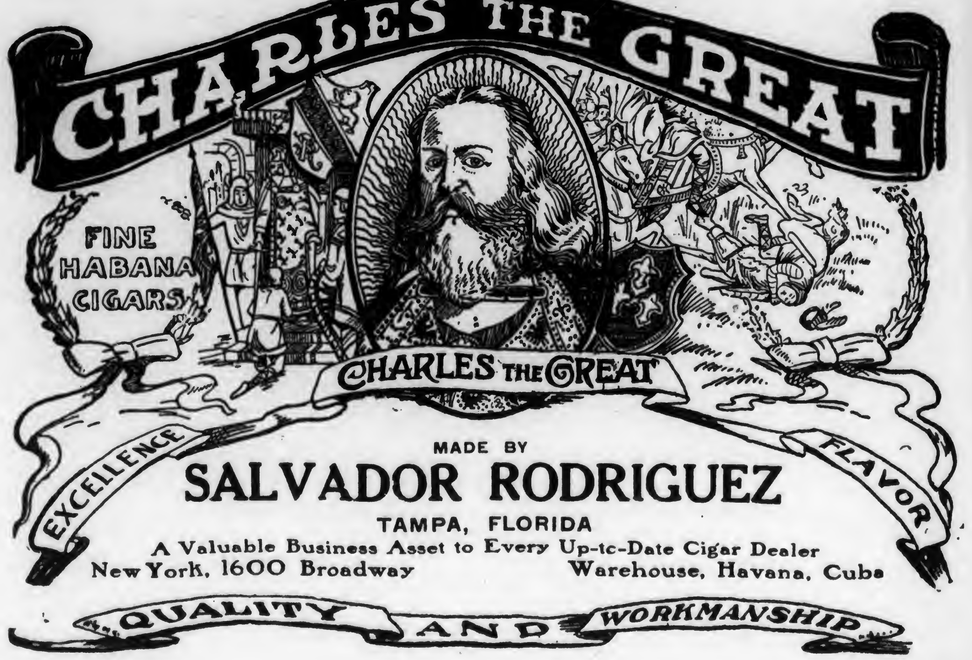
Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY: TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

TRADE MARK
Reg. U. S. Patent Office



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[MERRIAM CIGARS INC., SUCCESSOR]

For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Company
LIMA, O.

INTENTIONAL 2ND EXPOSURE

The Smoke of the U. S. A.

That snappy, spirited taste of "Bull" Durham in a cigarette gives you the quick-stepping, head-up-and-chest-out feeling of the live, virile Man in Khaki. *He* smokes "Bull" Durham for the sparkle that's in it and the crisp, youthful vigor he gets out of it.

GENUINE

"BULL" DURHAM

SMOKING TOBACCO

"Roll your own" with "Bull" Durham and you have a distinctive, satisfying smoke that can't be equalled by any other tobacco in the world.

In its perfect mildness, its smooth, rich mellow-sweetness and its aromatic fragrance, "Bull" Durham is unique. For the last word in wholesome, healthful smoking get "roll your own" with "Bull" Durham.

THE AMERICAN TOBACCO COMPANY

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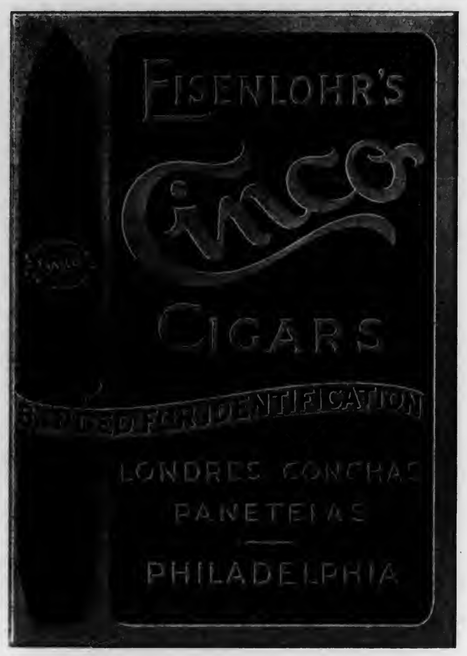


Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street - New York

Board of Trade Bldg., Montreal, Canada

SOL HABANA

Behrens & Co.

Havana, Cuba

Estelle No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

EL GENIO

Clear Havana Cigars

Made in Tampa, Fla.

P. Verplanck & Co.
263 Fourth Ave. New York

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y C.ª HABANA

The Real Independent Factory in Havana

Cifuentes, Pego y Ca.

Calle De La Industria, 172-174

HABANA, CUBA

General Agent for United States and Canada

ROBERT E. LANE

115 BROADWAY, NEW YORK

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla.

TO Manufacture a Cigar and Know that you are Putting the Very Best of Havana Tobacco in its Construction is a Great Satisfaction to the Builders and Gets the Approval of the Users. We Continue Manufacturing and Selling

LA SARAMITA

ADMIRAL, THE SIZE THAT SELLS

HAVANA CIGARS

With Broad Leaf of the Milder Quality for the Cover. Soon be a quarter of a Century since we started this Brand

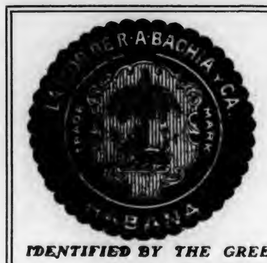
The Shields-Wertheim Co. *Cleveland, O.*

Made at our Newark, N. J., Factories
ROCKY FORD
HAND MADE - NICKEL CIGAR
We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders
"FAMOUS" and "FLAG HEADS"
Write for full information
UNION AMERICAN CIGAR CO.
General Offices. PITTSBURGH, PA.

YEARS OF EXPERIENCE HAVE MADE
PUNCH
A Cigar with Hardly a Rival
MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba
AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

"LA MEGA" *MADE IN BOND*
HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP
V. Guerra, Diaz & Co., Tampa, Fla.

ESTABLISHED 1867
Y. Pendas & Alvarez
WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"
Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY



BACHIAS
Havana Cigars
For Men of Means
Renowned for Uniformity
IDENTIFIED BY THE GREEN AND GOLD BAND
R. A. BACHIA & CO.
47 West Sixteenth St. New York

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

Graham Courtney
"MILD HAVANA BLEND"
They Lead the Leaders
26 SIZES
Acker, Merrall & Condit Company
135 West 42nd Street, New York

HAVANA CIGARS
ROMEO Y JULIETA
The Leader in all the World's Markets
U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y.City.

The Original and Genuine
Central Union
Smoking Tobacco in a New Cut
Packed in a Pocket-proof Package
1½ ounces—5 cents
United States Tobacco Co.
RICHMOND, VA.

Flor de San Martin & Leon
A Mild Havana Cigar Made-in-Bond
¶ These cigars are made in Tampa, Florida, from all imported tobaccos grown on our own Vuelta Abajo Plantations in Cuba.
¶ Our products are guaranteed genuine Havana cigars by ourselves and by the United States Government Bond Stamp.
San Martin & Leon Co.
TAMPA, FLORIDA

"44" Cigar Co. Philadelphia

BAYUK BROTHERS

FIVE CENT CIGAR
PHILADELPHIA

G. S. Nicholas & Co.
41 and 43 Beaver Street, New York
DIRECT IMPORTERS of the highest grades of Cigars manufactured by the
Independent Factories of Havana
all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.
Price List Mailed Upon Request.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

DIAMOND JOE
TRADE MARK
CIGAR FACTORY
ESTABLISHED 1850
Charles Denby
BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE
H. FENDRICH, Maker, EVANSVILLE, IND.
5c CIGAR

Don't Judge
Florida and Georgia

Tobacco By Other People's Packings

If you want to see a fancy packing of the 1915 crop of Florida and Georgia wrappers, that burns and tastes as good as any tobacco grown, superior in yield and colors

We Are Now Ready to Show Our 1915 Crop

Beautiful Light Colors and Perfect Burn
Good Quality Tremendous Yield

Samples Ready for Inspection at the Company's Office

AMERICAN SUMATRA TOBACCO COMPANY
142 WATER STREET, NEW YORK

Larrañaga Nacionales

Seleccion de Banquetes

This is the acme of refinement in the packing of cigars.

Each cigar is packed in an individual box, and therefore, every guest opens his own box, the cigar reaching his hands exactly as it was packed at the factory.

For dinners, banquets, society events, clubs, hotels and individuals; if orders are placed early enough, may have each little box inscribed with the name of the host, monogram or the dedication of the event thereon, which would add a touch of refinement to the function.

Packed in beautiful cedar boxes containing one hundred cigars.

Por Larrañaga
FÁBRICA DE TABACOS

New York Office
J. V. FLANIGAN
156 Fifth Ave.

Havana, Cuba
Carlos III, No. 225

A New Stimulator for the Cigar Business

"PREPAREDNESS"—a Study in Geography. Its Principles are: Education, Instruction & Interest instead of Chance.

¶ The arrangements of this new sales promoting device are such that the selling capacity of each Map will reach up to 700 five or ten cent cigars. We want to hear from manufacturers and jobbers only. Our proposition will be the means of helping you dispose of millions of Cigars. A new and novel Business Builder of unquestionable value.

¶ Write today and we will "Prepare" you for the newest sales idea in cigar history.

UNITED MAP COMPANY
395 Broadway, New York City

It's to Your Profit

to see that your "smokes" reach the consumer in perfect condition.

Why take chances of your cigars, stogies, chewing or smoking tobaccos losing any of their freshnsss and fine qualities?

HEEKIN CANS

will keep your product clean, fresh and mellow.

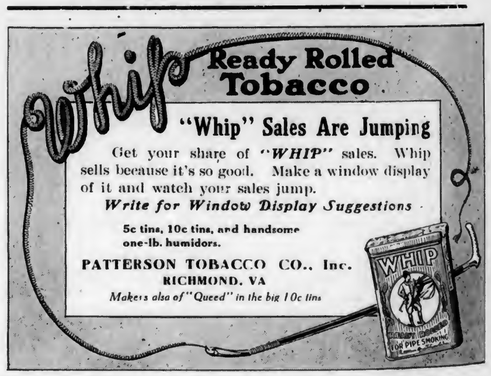
They are air-tight and are rapidly taking the place of wooden boxes because they are more economical and more attractive.

Lithographed in any colors, with any design.
Immediate shipments on all orders.
Samples upon request.

THE HEEKIN CAN CO.
CULVERT, SIXTH AND NEW STREETS
CINCINNATI, O.

"Heekin Can Since 1901"

Florde Jeitles
CLEAR HAVANA CIGAR
5¢
JEITLES & BLUMENTHAL, Ltd.
PHILADELPHIA.


Whip
Ready Rolled Tobacco
"Whip" Sales Are Jumping
Get your share of "WHIP" sales. Whip sells because it's so good. Make a window display of it and watch your sales jump.
Write for Window Display Suggestions
5c tins, 10c tins, and handsome one-lb. humidors.
PATTERSON TOBACCO CO., Inc.
RICHMOND, VA
Makers also of "Queed" in the big 10c tins
WHIP
FOR PIPE SMOKING

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. / Capetown, South Africa / Calcutta, 10 Government Place / Alexandria, Rue Cherif Pacha / CAIRO, Head Office and Factory / Hamburg, 18-20 Grosse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD — PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVI. PHILADELPHIA AND NEW YORK, MAY 15, 1916. No. 10.

CASH REDEMPTION PLAN MAY BE USED TO OFFSET COUPON RULING

To Stamp Cash Redemption Notice on Coupons Sent Into States Affected—Attorney Believes This Meets Requirements of Anti-Coupon Law and Treasury Department Order

ATTORNEYS who have been studying the recent ruling of Commissioner Osborn, of the Internal Revenue Department, have reached the conclusion that by the stamping of a cash redemption notice on the coupons sent into States affected by anti-coupon laws the practice of tobacco companies will not be affected. An attorney for one of the largest tobacco companies in New York City was recently interviewed on the subject by a representative of the "Journal of Commerce," to whom the following statement was made:

"The ruling of Commissioner Osborn provides that the packing of coupons in packages sent into all States must conform with the regulations of each State which enforces laws against this form of premium giving. If a State should enforce a law prohibiting the importation of coupons with package goods our business might be seriously affected. It happens that all the laws of this nature have been repealed or declared unconstitutional by the State courts.

"Two States, Washington and Indiana, have laws providing that all such coupons must be redeemable in cash. The requirements of these laws and also of the Treasury Department ruling can be met by stamping across the face of the coupons sent there the fact that they are redeemable in cash. Only the packages going in these States are marked in this manner. Coupons sent to other States are unchanged.

"Under present conditions we anticipate no difficulty, but the matter will be taken up further with Commissioner Osborn, and efforts will be made to have the regulation modified or repealed."

It was pointed out that the recent decision of the United States Supreme Court in the three coupon and trading stamp cases appealed from the States of Washington and Florida did not change the status of the coupon business materially. The court held that anti-premium and coupon laws did not violate the Federal Constitution, and said that this was a matter to be settled in the courts of each State, which are supreme in their interpretations of the validity of the laws of those States under the local constitutions.

Under this opinion, in the view of attorneys for the tobacco companies, the weight of judicial action in the twenty-three States which have declared anti-coupon laws unconstitutional is not disturbed.

Representatives of trading stamp companies hold that the ruling of the Internal Revenue Department does not affect their business, on the grounds that trading stamps, which are sent into the States to be distributed by merchants and are not packed with merchandise, do not come within the meaning of the law.

E. A. Kline, of the sales staff of the Jose Lovera Company, left recently for a trip to the Middle West.

INVASION OF WASHINGTON PLAN OF TOBACCO MERCHANTS' ASSOCIATION

Big Banquet to Be Held May 29th—Prominent Men of Affairs to Address Delegates—Scores of Large Institutions to Be Represented—Three Hundred Guests Expected

"ON TO WASHINGTON" is the cry of the members of the Tobacco Merchants' Association. May 29th is the date set for its capture by tobacco men and they also expect to occupy the city on May 30th as well. But May 29th is to be the big night for the First Annual Banquet of the Tobacco Merchants' Association will be held on that evening at the New Willard.

Prominent senators and congressmen, editorial writers and big business men will speak at the banquet and the convention. Every effort has been put forth to make the affair one that will go down in history and set a standard for committees for years to come.

The heads of the largest cigar, cigarette and tobacco manufacturing concerns will be there. Millions of dollars of capital will be represented. The big jobbers that you know and some that you have read about will be seated around the banquet board, and will be rubbing elbows with the other members of the trade at the convention.

The big retail dealers, chain store men and salesmen for all lines will be among those present. Eleven trade organizations will send delegates. Leaf men and growers will be there "looking them over."

The biggest single incident in the history of the tobacco industry is going to be the convention and banquet at Washington, D. C., May 29th and May 30th, according to reports.

An added attraction will be certain editors of the various trade papers, together with some of their staffs. No doubt you would like to see some of the fellows that you have, alternately, patted on the back and cursed with vehemence. Their attendance was secured through the efforts of Secretary Dushkind, who was induced to give them a guarantee of safe conduct while in the city.

At the banquet, which will be a strictly formal affair, the scheduled speakers will include United States Senators Ollie M. James, of Kentucky; Boise Penrose and George T. Oliver, of Pennsylvania; Warren G. Harding, of Ohio; Congressman John J. Fitzgerald, Chairman, Committee on Appropriations; Herbert M. Kaufman, the writer.

The Hon. Oliver P. Newman, president of the District of Columbia, has accepted the invitation of the committee to welcome the delegates.

Among those who will read papers at the Convention on Monday and Tuesday are Ernest G. Beinhart, Department of Agriculture, who will present a discussion on the treatment and development of shade-grown tobacco. It will be illustrated with more than forty photographs. Dr. W. W. Garner, Department of Agriculture, will read a paper on the scientific treatment of tobacco. This will also be illustrated on a screen. Henry M. Wise, of Wise & Lichtenstein, will read a paper on trade-marks. E. F. DuBrul and Charles Fox will also contribute interesting features.

(Continued on Page 18)

Retail Publicity

By H. W. Cornell

THE gospel of higher prices rests upon the foundation stone of publicity. Many merchants seem to think that the general public knows what their stores contain, and that knowing this, whenever any one of the general public needs anything he or she will go to the store which he or she thinks contains it and buy it. In the first place that is not true, and in the second place, if it were true, it is not merchandising in the most successful sense. A merchant's business cannot grow in the proportion which it should if he simply supplies the demand for necessities even if he gets the natural growth of this demand by reason of increased population. It is only by creating demands through increasing the desire of the public to own what one has for sale, that the full benefit of trade can be secured. How can the public know what novelty one has, except through advertising in the local papers, how can the desire of a community for the luxuries of life be increased in any other way?

Window display and store arrangement will do their part in creating new demands among those who personally see the window display and the store arrangement. Those who do not pass by the windows, and look as they pass, or who do not enter the store are not impressed by those things. We cannot take the windows and the arrangement of the store to the offices, homes, factories and farms in our field of operation, and if we would solicit the patronage of those in these offices, homes, factories and farms who do not pass our stores or enter them, we must depend entirely upon local newspaper advertising to create the desire to own our goods and make the greater demand therefor.

The merchant who says: "I am doing all the business I can without advertising, and my business is increasing every year," and who is content with his slightly increased income each year, reminds me of an old fellow whom I know who makes his living whittling toothpicks. He makes a very fine grade of toothpicks out of the very best grade of soft pine wood, and he whittles each one out himself with the same jack knife with which he whittled out the first one that he ever made, and he says: "I am doing all the business I can. I can't whittle out but just so many toothpicks an hour, and I can't work but just so many hours a day, and just so many days a year, so how can I do any more business?" When he has got all the business he can do, he isn't making nearly as much money as another friend of mine who advertises and who hires men to make his toothpicks and who sells several million toothpicks a day.

Merchants must realize that a fixed percentage of the gross income of their business goes for advertising, whether they think it does or not. A merchant who proudly says at the end of the year, "I haven't spent a penny on advertising this year," is blissfully ignorant of the fact that the law of average has been silently at work while he has been asleep, and that if he hasn't spent any money in advertising in the newspapers he has spent a lot of money, in effect, by having a lot of goods left on hand unsold and which he was forced to put on the bargain counter and sell at reduced prices in order to get rid of them.

Which is better, to spend considerable money advertising in local newspapers, thereby creating increased demand for your goods, or withhold your advertising patronage from the newspapers and have a whole lot of goods left over at the end of the season which must be sold at a sacrifice under the high sounding name of some copyright sale such as factory sale or annual clearing sale, or something else? These factory sales and other fictitious devices for getting rid of superfluous stock left over as the result either of inadequate advertising or poorly conceived or poorly worked advertising are gradually not only losing their hold upon the public by reason of their "fakiness" gradually becoming known, but they are educating the public to the idea of cheapness rather than quality, a fact which is generally true where price is relied upon as the sole drawing power of the sale.

To a merchant who understands the science of advertising and its value, the only question to be determined by him at the outset of the year is: "What volume of business do I want to do this year?" Having determined the volume of business he desires to do he appropriates from his general fund to his advertising account the proper percentage of the volume of business which he determines to do for the year, and the law of human average is so exact in its operation that it returns one dollar profit for every ten cents expended for proper advertising.

An error often made by merchants is to confine their newspaper advertising to just as much space as will outdo their nearest competitor. If the competitor didn't advertise at all then they will take a little space; if he advertises moderately they will outdo him just a little. While such men have perhaps a better conception of the general value of advertising than the men who don't advertise at all, still they lose sight of the real principle of advertising, which is not how little space we can get along with but how much space we can buy for the proper percentage of our advertising account.

While confidence, of course, is the basis of trade, nevertheless it is not true that confidence-building is a slow or tortuous process. Confidence in merchandising is an immediate inspiration produced by thorough preparedness to serve the public, by high quality of merchandise sold, by courteous and proper treatment and by intelligent and liberal advertising in the local newspapers. The first satisfactory transaction between a customer and such a house establishes the same degree of confidence that a hundred years of intercourse would produce.

Porto Rican Tobacco Crop Will Be Short

Instead of approximately 18,000,000 or 20,000,000 pounds as previously expected, announcement is made that the Porto Rican Tobacco crop will amount to but 12,000,000 pounds. These figures are stated to be official. As a result of the shortage, the prices now prevailing are the highest which have obtained in ten years. Tobacco men estimate that between $3,000,000 and $4,000,000 more will be secured for this year's crop of tobacco, than was secured in 1915, due to present prices. Two years ago sun-grown tobacco brought twenty cents per pound; this year thirty cents per pound is the quotation.

In 1915 the United States purchased from Porto Rico cigars to the number of 170,000,000 valued at $6,000,000. She also purchased 7,000,000 pounds of leaf tobacco valued at $3,000,000.

A Correction

Concerning a recent article in "The Tobacco World" relative to forty-one cans of "Leap Frog" stogies being seized from the Imperial Cigar Company, Lancaster, we are informed that these goods were purchased from another company in entire good faith, and that never was there any intention to deceive on the part of the Lancaster concern.

Philadelphia Notes

J. V. Flanigan, representing the Por Larranaga factory, was a recent visitor.

An addition to their warehouse at Washingtoboro, Pa., is being built by Gambler & Eshelman, tobacco packers.

The "Regreso" brand of Corral, Wodiskay Ca., can now be purchased at the Fort Pitt and William Penn hotels in Pittsburgh, Pa.

John Wardlow, of Key West, and A. V. Jockel, of New York, both connected with Ruy Lopez y Ca., stopped off in Philadelphia the other day.

The Sobo Cigar Company has leased the five-story and basement building at 330 Race Street. The structure is being remodeled for their occupancy.

This is "Girard" week in Philadelphia. Antonio Roig & Langsdorf are celebrating the birthday of Stephen Girard by placing attractive displays of "Girard" cigars in prominent windows throughout the city.

Henry B. Grauley, manufacturer of the "Golden Rule" 5-cent cigar and other well-known brands, is en route home after a trip through the Middle West. Mr. Grauley has reported some very satisfactory orders.

Jeitles & Blumenthal, Limited, are much gratified at the continued demand for "Flor de Jeitles" and "Statesmen" cigars. The orders on these brands keep the factory running on full time and every effort is being made to insure prompt delivery.

An announcement of interest to the trade is that Smith, Kline & French, the large wholesale drug and cigar house of Philadelphia, is shortly to take on for distribution among drug store cigar stands, the well-known "Muriel" cigar, of the P. Lorillard Tobacco Company.

"Philadelphia Handmade" cigars, manufactured by Bayuk Brothers Company, Philadelphia, Pa., are now being distributed by the Friedenberg Cigar Company, South High Street, Columbus, O. This concern does a jobbing business and states that prospects for future business are excellent.

NEW JOBBING HOUSE OPENS

Co-operative Company With Three Hundred Members—Called the Liberty Stores Company of Delaware

STARTING with more than three hundred members, the Liberty Stores Company, of Delaware, has opened headquarters at 142 North Twelfth Street, where it will carry on a jobbing business in cigars, cigarettes, tobacco products and confectionery.

The company will be operated on a co-operative basis, and it is believed that the number of subscribers will increase rapidly when the benefits of the plan become better known.

The company has secured for its manager Leon A. Flax, formerly of Brooklyn, who for more than twenty years has been engaged in the jobbing business in the cigar and tobacco industry.

Its president is C. A. Galloway, a well-known Philadelphia retailer, who has wide experience in the retail tobacco field.

The leading 5-cent brand of the company is called "Liberty Special," and already has secured a wide distribution in this city and in Delaware. As fast as sections are organized and developed, additional jobbing houses will be established.

The company has the sole distribution rights in this locality for the "Kef" cigarette, manufactured by the Turco-American Tobacco Company.

While carrying many of the leading brands of cigars, cigarettes and tobaccos, this company will also have its own exclusive brands. There is some talk of the company opening a cigar factory in this section.

The opening days of the concern give every promise of rapid growth, and their stocks are being accumulated quickly in order to give prompt service to their customers.

Cairo Blenders, Ltd., Succeed D. Serabian & Co.

The interests of D. Serabian & Company, of 23 Central Street, Boston, Mass., have been purchased by the Cairo Blenders, Limited, which has recently been incorporated with a capital stock of $15,000. The former company manufactured the well-known "Narkid" cigarette, which has won a large following among smokers of high-grade cigarettes. The cigarette is to be found in most of the exclusive clubs and high-class hotels of Boston. The new owners of the brand will put forth an effort to secure a large distribution. D. Serabian has been elected vice-president and general manager of the new concern.

IRREGULAR PAGINATION

San Francisco

General Business Conditions Are Promising—M. A. Gunst Off on Trip to New York—Louis Cahn, of Lovera Company a Visitor

San Francisco, May 5, 1916.

SAN FRANCISCO dealers find that their May business held up very well, and, together with April, makes a good showing for spring business. May, also, has started out well, particularly in the city; and dealers figure that the present month will just about hold its own with the two preceding months. In the city, general business conditions are very promising; but jobbers report that country dealers in the grain-growing sections are now a little more restricted in their buying owing to the dry spring and the prospects of a light grain crop.

M. A. Gunst, head of M. A. Gunst & Company, of this city, left for New York and other Eastern cities a few days ago. He will be absent from San Francisco for several weeks at least. Just before his departure, Mr. Gunst was given a farewell dinner by his friends at the Cliff House.

Morgan Gunst, of M. A. Gunst & Company, is now paying a short visit to some of the company's branches and connections in the interior of California. So far, he reports everything in first-class shape.

G. P. Lauinger, secretary of Tillmann & Bendel, San Francisco distributors of the Sanchez & Haya and other brands of cigars, is spending one week at Del Monte, Cal., in attendance on the California convention of wholesale grocers.

E. A. Allenberg, traveling man for H. L. Judell & Company, who has been seriously ill for some time, is now improving, and is expected to be about again before long.

"Make a Pal of 'Palo'" is now the motto of a growing number of San Francisco dealers. E. J. Stolz, who recently became the Western agent for the "Palo" cigar, has made an alliance with Joe Rinaldo, of Mission and First streets, San Francisco, who has become the local distributor of "Palo"; and the two of them are doing some very telling work in the way of placements. Mr. Rinaldo says that the dealers who first put the line in are already coming back for more; and he is confident that he has chosen well in his first move in the wholesale field.

Major B. F. Burrows, resident agent for the Jose Lovera lines, including the "Lovera" and the "Bandero" brands of cigars, has been busy this week, showing Louis Cahn, the secretary of the company, about the town and introducing him to the trade. Mr. Cahn came in from the South about a week ago; and will spend a few days more here before leaving for the other Coast cities. Mr. Cahn is pleased with the way the "Bandero" cigar has taken hold in Mr. Burrows' territory, and in fact in all the western section of the country; and he is planning on meeting Mr. Burrows' views in the matter of getting supplies of "Banderos" to the Coast as promptly as possible.

Ed Marshall, the popular Coast representative of Sig Mayer & Company, who came up from Los Angeles last week for a stop with the local trade, has just about completed his round of the San Francisco dealers, and will leave in a day or two for Portland, Seattle and other points in the Pacific Northwest. After completing his work in the Puget Sound section, Mr. Marshall will go East for a short stop at the factory. He reports a good run of business throughout California.

The San Francisco Retail Cigar Dealers' Association is taking the lead in a movement to secure the services of E. C. Berriman to lead the anti-coupon fight. The local association has passed a resolution authorizing the secretary to ask Mr. Berriman to take up the fight and to secure the co-operation of other retail cigar dealers' associations in requesting Mr. Berriman to take up this work.

The H. Bercovich Cigar Company, of this city, was the successful contestant in its efforts to secure the cigar concession at the Techau Tavern Company's immense ice skating palace now in course of construction. If the present vogue for skating continues, the new ice skating rink will be one of the greatest summer resorts of the city; and should prove quite a market for cigars.

The Klauber-Wangenheim Company, extensive distributors of cigars in Southern California, have completed arrangements for the distribution of the Cuesta, Rey & Company's cigars in their territory. R. H. Hammond, representing the manufacturers was in Los Angeles last week to complete the deal. Mr. Hammond reports a good demand throughout his wide territory.

H. L. Judell & Company, Front Street wholesalers, have secured the local agency for the "Mi Hogar" cigars of E. P. Cordero. Stocks are expected in very shortly; and Mr. Judell anticipates a good steady demand from the start. Dave Frohlichstein, traveling representative of E. P. Cordero, will arrive in San Francisco in about two weeks for some introductory work in connection with the selling force of H. L. Judell & Company.

M. Falkenstein, vice-president of S. Bachman & Company, is one of the first men of the trade to get away for a vacation this year. He left this week for a short stay at Castle Rock Springs.

J. R. Winter has succeeded to the retail cigar business of D. M. Dallahan at Pasadena, Cal.

There has been a change at the Wotten & Bell store at Modesto, the firm having been replaced by the new firm of Wotten Brothers.

Allen.

Jacksonville Wants Havana Manufactures

England having commanded that high-grade cigars be placed on the luxury list, thus curtailing their principal market, many of the Havana cigar factories have been compelled to close down by virtue of not being able to find any other outlet for their goods.

Realizing the advantages to the city, if it is possible to bring it about, the Chamber of Commerce, of Jacksonville, Fla., are considering a plan whereby they may induce various of the large Havana cigar manufacturers to come and locate in Jacksonville. It is possible that a committee may be formed to go to Havana for the purpose of laying before the Havana manufacturers just exactly such statistics as will enable them to decide whether or not the facilities offered by Jacksonville will be to their material advantage.

"Paramount," New Dime Smoke of Mendelsohn Company

"Paramount," a Havana cigar retailing at 10 cents, has just recently been placed on the market by the Mendelsohn Company, 2110-12 Woodland Avenue, Cleveland, O. The company reports that a splendid reception has been given thus far to the brand. The "Decision" cigar is manufactured by this company also.

Successful Experiment in Crossing Tobacco

A successful experiment in crossing the tobacco grown in the Cagayan Valley with the Connecticut broad leaf has been made in Laguna Province, of the Philippine Islands, in the region about Los Banos. The product of this cross brings more than double the price in the local market that is paid for tobacco of the Cagayan Valley.—"Commerce Reports."

Heard on Broadway

R. E. Christie, vice-president of the American Cigar Company, is in the South at the present time.

W. P. Rison, vice-president of the Havana-American Company, left recently for a business trip to Chicago.

Concession for the cigar department of the Railroad Club has been obtained by G. W. Faber, Incorporated.

Leonard B. McKitterick, president of M. Melachrino & Company, is at present in the Middle West, calling on various jobbers of the company.

Some nice orders on "Tuval" cigars have been received at the office of Marcelino Perez & Company as the result of Mr. Perez's visit among the New England trade.

A stock dividend of 100 per cent. on the ordinary and restricted ordinary shares, has been declared by the Imperial Tobacco Company, of Great Britain and Ireland.

Due to the fact that the company's operations in Porto Rico demand continuous attention, Richard Baum, of J. Cohn & Company, is not to return to New York City until some time in July.

A quarterly dividend of one and three quarters per cent. on the company's stock has been declared by the directors of the Diamond Match Company. An increase of one quarter of one per cent. is disclosed by this recent quarterly dividend of the company.

B. F. Alexander, United States and Canadian representative of "La Flor de A. Fernandez Garcia," and "Flor de Tomas Gutierrez" factories, Havana, Cuba, arrived in New York, recently, following a several weeks' visit to the former city.

July 4th has been the date set for the opening of the new Schulte store at Bergen and Bedford Avenues, Brooklyn, N. Y. Repairs are now being made to the building which is to be occupied. Additional space is to be afforded by the occupancy of a building adjoining.

Just back from a trip to the Coast, Harvey Vreeland, of Benson & Hedges, speaking of the demand for cork-tip cigarettes, stated that in the territory covered by his Western trip it is now just about even. Formerly there was an 80 per cent. call for the cork-tip and 20 per cent. for the plain.

Their Connecticut territory having been made vacant by the resignation of J. E. Landry, M. Melachrino & Company, announce that George H. Mahan has been appointed to succeed Mr. Landry. Mr. Mahan formerly was identified with the sales force of the Melachrino Company prior to December 1, 1915.

Pasbach-Voice Lithographing Company Expanding

IN evidence of the growth of the business of the Pasbach-Voice Lithographing Company is shown in the recent action of that company when they signed a lease for an additional ten thousand square feet of floor space in the building in which they are at present located.

To meet the growing demands of the trade several of the most modern machines have been installed. This new equipment represents some of the largest and most up-to-date machines that are manufactured for work of this character.

Mr. J. A. Voice, in an interview with a representative of "The Tobacco World," stated that while orders are coming in very rapidly the equipment of the company is being increased to care for the new business. Mr. Voice is also said that while they consider conditions at the present times abnormal, and that as a result of this there may be considerable over-buying, they look forward to a genuine continued prosperity which may be only temporarily disturbed by political and international conditions.

"Cado" Cigarettes With Attachable Tips

"Cado" cigarettes with attachable cork tips seem to have made a very satisfactory impression on the trade, according to the demand that is being experienced on this newest novelty of the Cado Company, the manufacturers. It is possible under the new arrangement to enjoy either cork or plain tips just as one desires. Designated as tapers, and formed of a superior quality of cork, well reinforced, the new mouthpieces prevent tiny crumbs of tobacco annoying the smoker as heretofore. The feature has been patented by the Cado Company, and is having a welcome reception wherever shown. Ten tapers are packed in each box.

"Feifer's Union Five" in Spokane

B. Feifer & Company, East Seventy-sixth Street, New York City, announce that the sub-jobbing agency for "Feifer's Union Five" cigar has been placed with Peter M. Jacoy, of Spokane, Wash. Though he has not been established in business very long, Mr. Jacoy may be listed among the more progressive concerns of Spokane. His territory on the "Feifer Union Five" is to cover Northern Idaho and a certain section of Eastern Washington.

Cigarettes Showing Tremendous Increase

According to Dow, Jones & Company, sales of cigarettes manufactured in the United States for the first quarter of 1916, disclosed an increase of 41.8 per cent. over the same period in 1915, or 1,484,000,000 cigarettes. These figures, it is stated, establish a high record for all equal periods in the history of the industry.

Should the current rate of consumption be maintained, it is estimated that 1916 will have seen marketed in this country, cigarettes totalling more than 21,000,000,000. For the twelve months ending December 31, 1915, cigarette production in the United States amounted to 18,000,000,000. The total amount recorded for 1914 was about 16,000,000,000.

Trade Jottings

C. Jevne & Company, Chicago, Ill., report increased sales on the well-known "Flor de Partagas" brand.

The United Cigar Stores Company are to open a branch store at 433 State Street, corner of Jay Street, Schenectady, N. Y.

T. Wright & Company, of St. Louis, Mo., report that "Mi Hogar" cigars are selling well. This brand is manufactured by E. P. Cordero & Company.

The North Star State Tobacco Company, of St. Paul, Minn., report that they are having an excellent demand on the "Optimo" cigar at the present time.

It is reported that it is the intention of the San Telmo Cigar Manufacturing Company, of Detroit, Mich., to establish two or three branch offices in the Eastern cities.

The distribution of the products of E. Regensburg & Sons, in Boston, Maine and New Hampshire is under the direction of the Joseph P. Manning Company, of Boston, Mass.

The Cavalla Tobacco Company, Milwaukee, Wis., carry the popular "El Roi-Tan" cigar in seven sizes. They have just recently taken on for distribution the new Victoria shape of this brand.

Phinney & Smith, wholesale and retail cigar dealers, Chicago, Ill., are now located at Superior and Clark streets, that city. They were formerly located for a number of years at Chicago Avenue and Clark Street.

The W. G. Patterson Stores, Birmingham, Ala., are now featuring exclusively "Antony y Cleopatra" cigars; this following a recent visit of P. A. Wysard, of the Havana-American Company to the Patterson concern.

When the Ryan Hotel, St. Paul, Minn., opens June 1st next, the cigar department will be in charge of Charles Bantz, formerly director of the cigar department of the St. Paul Athletic Club. Mr. Bantz will be assisted by Frank Baker.

Siller, Narten & Barnes, Pittsburgh, are now occupying their new quarters at 951 Liberty Avenue. The removal was made necessary by the razing of the former site which they occupied to give way to the erection of a new building for the Chamber of Commerce.

"Havana Ribbon" cigars, manufactured by Bayuk Brothers Company, Philadelphia, are attaining increased distribution in Boston, Mass., and adjacent suburban territory through the effort of H. L. Whipple, of Melhado Brothers, Boston, Mass., local distributors.

The El Mundo Importation Company, Chicago, Ill., following advices from William Waldman, of the company, just recently back from Cuba, announce that they will hereafter feature the "Antilla Cubana" brand, having secured the agency for the imported line of Saavedra & Company.

The F. Garcia & Brothers brands formerly distributed in Chicago by a branch office of F. Garcia & Brothers, have been taken over for local distribution by the Ruhstrat-Cowley Company, who will also distribute the "Iris" cigar. The closing of the branch office made the change necessary.

INVASION OF WASHINGTON PLAN OF TOBACCO MERCHANTS' ASSOCIATION

(*Continued from Page 13*)

Up to this date eleven trade organizations have already responded to the call of the Tobacco Merchants' Association, and have passed resolutions to send delegates to the Convention.

Nine additional organizations are likely to elect delegates within the next week when they are to hold their meeting.

The following is a complete list of affiliated and participating associations to date: Tobacco Salesmen's Association, Tobacco Trade Association of Massachusetts, Louisville Tobacco Board of Trade, Havana Cigar Manufacturers' Association, New York State Tobacco Growers' Association, Tobacco Association of the United States, New York Leaf Tobacco Board of Trade, Lancaster Leaf Tobacco Board of Trade, Cincinnati Leaf Tobacco Exchange, Burley Loose Leaf Tobacco Sales Association, Cigar Manufacturers' Association of America.

Washington tobacco merchants are taking a keen interest and have organized a reception committee, made up of Fred W. Plugge (chairman), H. T. Offterdinger, Bert E. Trenis, J. W. Dunbar, W. Burke, W. H. Warner, Henry I. Henderson, John Loughran, John B. Newman, A. H. Rogers, Oscar Reinach, William Hall, William M. Wailes, Eugene Cochrane, E. S. Hecht, Lee Coombs and Carl Kaufman.

New Jobbing House Opens in Baltimore

Arthur L. Rosenburg recently opened at 106 South Calvert Street, Baltimore, Md., for the purpose of doing a wholesale cigar business. He will be known to the trade as A. L. Rosenburg & Company. "La Muna" and "El Radio" cigars, manufactured by Gans Brothers, 10-cent and 5-cent products, respectively, are to be distributed. The "El Vendura," of the Emze Cigar Company, is also to be carried. Mr. Rosenburg has associated with him Harold Gundersheimer, who is to call on local trade.

John McCormick Succeeds to Francisco Garcia's Position

Waitt & Bond, Incorporated, of Boston, Mass., announce that John McCormick, of 209 Pearl Street, New York City, succeeds to the vacancy created by the death of Francisco Garcia, in the capacity of advisor and supervisor of purchases of tobacco. Mr. McCormick accepts his new office following more than thirty-five years' association with Francisco Garcia & Brother & Company.

"La Venga" Brand in Oklahoma City

Fred Unland, representing E. V. Schnoor & Company, Oklahoma City, Okla., in company with Ed. W. Marlin, of Celestino Vega & Company, manufacturers of "La Venga" cigars, recently called on local trade in the interests of the brand. Schnoor & Company distribute the "La Venga" in their territory.

"Old King Cole" Brand Making Friends

In a new dress and under the guidance of Edward T. Moriarty, the company's new sales manager, the "Old King Cole" cigar, of the Regan Importation Company, should make a score of friends. The company states that smokers of discrimination will make no mistake in calling for the "Old King Cole."

BALTIMORE WAREHOUSES EMPTY

Past Year One of Great Activity—Most of Old Stock Sold—New Crop Now Coming Forward

AT a recent meeting of the Maryland Leaf Tobacco Association in Baltimore, the following report was presented to the board of directors for acceptance:

"We look back on a year of great activity in the tobacco trade. Seldom has there been such a great demand for all kinds of tobacco, and the entire Maryland crop was sold at firm prices. The yield of the 1914 Maryland crop was larger than anticipated. The weights of the hogsheads were unusually heavy, exceeding those of former years from 10 to 15 per cent., due to the heavy and sappy character of the crop.

"Colors were much livelier, red and light red predominating, but yellowish grades were comparatively scarce. The crop was leafy and the proportion of short common to medium grades was smaller than in years and entirely inadequate to meet the strong demand.

"The season opened late and up to July 1 only 3380 hogsheads had reached the market. From the beginning buying was active, but in August, when the daily receipts became large, a lively demand for all grades developed. This exceptionally large buying movement was created by the high prices for other tobacco, especially Java, as well as by the small stocks of Maryland held in Europe. Prices advanced rapidly and were at the close of the season from 1 to 3 cents higher.

"The French Regie bought about 12,000 hogsheads and experienced little difficulty in buying what it needed, as a large percentage of the crop turned out very leafy and heavy bodied, little suitable for other markets.

"The new Maryland crop has suffered through excessive rains and the yield has been materially reduced thereby. So far about 1140 hogsheads of groundleaves and about 1500 hogsheads of crop and second tobacco have been marketed. The groundleaves, while of good quality, lacked in color, but nevertheless sold at record prices from 4 cents to 11 cents, with occasional sales above and below. The bulk of the groundleaves was taken at 6 cents to 9 cents.

"The new crop and second tobaccos so far received were like the groundleaves of good, light quality, but deficient in color. In spite of the often doubtful condition all offerings found a ready sale at very high prices. There certainly is a strong demand for all grades of the new crop and the outlook for this year's business is very bright.

"Lately quite a number of complaints have been received in regard to the faulty packing of fine to fancy hogsheads. We cannot urge farmers too strongly to pay the strictest attention to the packing of all of their tobacco if they wish to preserve the present high market."

The report covers the trade in Maryland and Ohio tobacco at this port up to December 31, 1915. The total receipts for the year were 29,440 hogsheads, of which 4324 hogsheads were of Ohio tobacco. The stock on hand January 1 was 10,734 hogsheads of Maryland and 3590 of Ohio.

While it is not shown on the report, it is said that most of this stock has been disposed of since and that the warehouses are now practically empty and in position to receive and take care of the new crop, which has commenced to come forward with some freedom.

The United States Tobacco Company has appointed B. S. McDonald to take charge of the Illinois territory of that company. Mr. McDonald is to make his permanent headquarters in Chicago. He was formerly Michigan representative for the Burley Tobacco Company.

Tampa Tips

Cuban Consul Investigating "Clear Havana" Cigars—A. L. Cuesta, Sr., Back From Havana—Jorge Leon on a Visit to His Cuban Plantations—F. Arguelles Going to Look Over Tobacco Crop

Tampa, May 11, 1916.

MUCH satisfaction is being expressed by Berriman Brothers, relative to the business being done at the factory.

The Clear Havana Cigar Manufacturers' Association, of Tampa, held a meeting recently. In an address to the members, Rafael M. Ybor, Cuban Consul, stated that he had been commissioned by the Cuban Government to investigate the matter of cigars being designated "Clear Havana" when rightfully they were not entitled to be so classed. He further stated that the work consigned to him had been completed, and that his report to his Government would be made shortly.

A. L. Cuesta, Sr., and John Turner, president of the Tampa Rotary Club, are back again in the city following a recent stay in Cuba, where they organized a branch of the Rotary Club. A number of prominent Havana citizens affiliated themselves with the new organization.

Berriman Brothers' "Valkyrie" cigar is reported to be having a splendid demand in the Middle West, Chicago at the present time, being the scene of an aggressive advertising campaign on the brand.

Following a four weeks' stay at the factory, Mortimer Regensburg left for New York recently.

Comparison of the first four months of 1916 with the same period of the preceding year reveals an increase of 36,250,000 cigars or a monthly increase of 9,062,500 cigars. It is estimated that should this gain continue until the end of the year, 1916 will have shown an increase of 108,000,000 cigars. This would be a rather remarkable accomplishment when it is considered that last year broke the record with a total of 300,000,000 cigars.

"Tampa-Hand-Made," manufactured by the Hillsboro Cigar factory, is a new 5-cent brand for which the demand is increasing steadily.

Many favorable comments are being heard among the trade concerning the attractive new store of Eli Witt.

Work on the $20,000 addition to the factory of F. Lozano, Son & Company is coming along satisfactorily. The plans of the building were drawn up by Fred James, well known here. The continually increasing business of the company made larger facilities imperative. It is hoped to occupy the new structure August 1st or shortly thereafter.

Jorge Leon, of San Martin & Leon, is now at his plantations in Cuba. It is stated that he expects to return to the city in the early part of July. When here recently, following his trip to the Middle West, Mr. Leon expressed himself as being well satisfied with the demand being received for the company's brands.

Corral, Wodiska y Ca. are among the various manufacturers expressing satisfaction with the orders being received at the respective factories.

Facundo Arguelles, of Arguelles, Lopez & Brother, manufacturers of the popular "Tadema" cigar, was among those leaving for Havana recently. Mr. Arguelles went to look over the condition of the tobacco crop, and planned to purchase should he find a particular grade of tobacco.

Perfecto.

Eminent Sir William Ridgway Bullock

THE presentation on April 28th of the Past Commander's Jewel to Eminent Sir William Ridgway Bullock, who is well known in the cigar trade through his position as manager of the cigar department of Mitchell, Fletcher & Company, brings attention to a man who probably stands higher in Masonic circles than any other member of the retail cigar trade in this city.

Mr. Bullock has held or is holding the following offices which represent much time and devotion to Masonic principles: Past Master and Life Member of Stephen Girard Lodge F. & A. M. No. 450, member of the Board of Almoners of Grand Lodge of Pennsylvania Charity Fund, Life Member of the Masonic Home Corporation of Pennsylvania, Past Master, Trustee and Life Member of Excelsior Mark Lodge No. 216, Life Member of Harmony Royal Arch Chapter No. 52, Life Member of Philadelphia Council R. & S. M. No. 11, Junior General of Philadelphia Conclave K. of the R. C. of C. No. 8, Past Commander and Life Member of St. John's Commandery K. T. No. 4, Past President of St. John's Commandery K. T. Drill Corps No. 4, Past President of the Line Officers and Past Commanders Association of the First Division K. T. of Pennsylvania, Life Member of Philadelphia Sovereign Consistory S. P. R. C. 32°, Life Member of Lu Lu Temple A. A. O. N. M. S., and President Lu Lu Temple Patrol A. A. O. N. M. S.

Eminent Sir William Ridgway Bullock

The Jewel presented to Mr. Bullock contains a number of designs correlated to the Masonic Fraternity. At the top is a Passion Cross encircled by a diamond-studded crown. The lower and larger portion is a solid gold shield covered with enameled colors with the various Masonic emblems in gold relief. The Jewel is a beautiful work of art, and its presentation to Mr. Bullock is not only a token of appreciation, but an indication of the esteem in which he is held by his fellow Knights Templar.

The exercises attending the presentation were both pleasant and interesting. The music was unusually good and there was an atmosphere of cordiality which was felt by all those who were fortunate enough to witness the efforts of the St. John's Commandery. The presentation took place at the public installation exercises of St. John's Commandery No. 4, Knights Templar, A. C. 798, held in Lu Lu Temple, Broad and Spring Garden Streets.

Britton-Gunn Co. to Open Jobbing House in Oklahoma City

For the purpose of doing a general jobbing business in cigars, cigarettes, tobaccos and candies, W. B. Britton and Harry Gunn will shortly establish themselves at Oklahoma City, Okla., under the trade name of the Britton-Gunn Company. They have secured for distribution in that territory the well-known "Charles Denby" cigar manufactured by H. Fendrich, Evansville, Ind. This brand was formerly distributed here by the Rothenberg & Schloss Company, of Kansas City. Mr. Britton was for an extensive period with the Liggett & Myers Tobacco Company in the capacity of cigarette salesman. Mr. Gunn, though not having been identified with the cigar business, also is an experienced salesman.

G. S. Merrick to Manage Melachrino Company in England

George S. Merrick, who has been superintending the sales of "Milo" cigarettes in the United States, and who, also, is vice-president of M. Melachrino & Company, of Canada, is to assume management of the business of M. Melachrino & Company in Great Britain. Mr. Merrick sailed for England last Saturday, and will make his headquarters in London. That Mr. Merrick is eminently fitted for the office he is about to fill, needs no comment. It is safe to predict that under the influence of its new director the business of M. Melachrino & Company across the water will find itself expanding as a natural result.

Badger Tobacco Company in New Quarters

E. Cohen & Sons, doing business as the Badger Tobacco Company, Milwaukee, Wis., announce to the trade that they are now located at 414 East Water Street, having recently removed from their old quarters at 417 Third Street. The new home of the company offers more extensive facilities for the conduct of business, the appointments being entirely modern and very attractive in appearance. An invitation is extended to the trade to call and inspect for themselves. Special attention is directed to the large cigar humidor newly installed. Messrs. Cohen & Sons attribute the splendid growth of their business to the high grade of service which they have at all times endeavored to render.

Charitable Bequests of Henry Straus Total $4200

Charles Straus, his brother, and David Henly, his brother-in-law, are named as executors of the estate of Henry Straus, prominent importer, jobber and retailer of Cincinnati, Ohio, whose death occurred suddenly in that city recently. The principal portion of the estate, estimated at $80,000, of which $50,000 is personal and the remainder real estate, is left to Charles Straus, as acknowledgment of the assistance rendered by Charles Straus in the upbuilding of the Straus business. The following bequests are made: $2500 to Mary Driscoll, housekeeper, in testimony of faithful service; $300 to the Jewish Hospital Association; $500 to the Home for the Jewish Aged; $200 each to the Jewish Orphan Asylum of Cleveland and the National Jewish Hospital for Consumptives at Denver, Colo., and $100 each to the Children's Home, the Hebrew Union College, the Colored Orphans' Home, Clovernook Home for the Blind, and the Home for Incurables.

Trade Jottings

The "Number One Smoker," of the Sanchez & Haya Company, is being distributed by the Freed-Fisher Company, of Nashville, Tenn.

W. B. Cline is covering Wisconsin territory for Schinasi Brothers. Mr. Cline formerly represented the American Tobacco Company in Minnesota.

The new "Queen" size of the "Webster" cigar manufactured by Pendas & Alvarez has just been received by the Klingenstein Company, Los Angeles, Cal.

R. Lopez Trujillo, Key West, Fla., who recently started in the manufacturing business on his own account, states that he is well satisfied with the manner in which his business is progressing.

The "Open Door," a publication being distributed among the trade, is sponsored by the R. J. Reynolds Tobacco Company. The trade in Memphis, Tenn., were recently in receipt of copies.

Arthur J. Zoellner, manager of the B. F. Meyer Cigar and Importing Company, Denver, Col., having severed his connection with that concern, Adolph Abenheimer has been named to succeed him.

Sample cans of "Velvet" smoking tobacco are being distributed throughout Dallas, Tex., by the Liggett & Myers Tobacco Company. Accompanying these are literature and premium catalogues.

Having closed their store at Main and Genesee streets, the R. J. Seidenberg Company, Buffalo, N. Y., are now doing business at 366 Main Street, which location is in the heart of the downtown business district.

E. N. Ochs, of the E. H. Gato Cigar Company, was a recent visitor to the trade of St. Louis, Mo., in the interests of the "Gato" cigar, which it is stated, is said to have an excellent following in that market.

D. H. Moulsdale, representing Sanchez & Haya, left Richmond, Va., recently for a two weeks' trip to Atlantic City, N. J., where he expects to devote his efforts principally to the popular "Ignacio Haya" of the company.

The Blakeslee-Snyder Company, of Buffalo, N. Y., have been conducting a local campaign recently on the "Judge Wright" cigar, of the J. C. Newman Cigar Company. They have had the two weeks' assistance on the brand from I. Unger, of the latter company.

It is rumored that E. E. Beach, the former manager of the Southwest Cigar Company, Dallas, Tex.; will return shortly to the city, and will then enter the wholesale cigar business on his own account. M. C. Bearrin is the new manager of the Southwest Company.

From Jacksonville comes the announcement that Lee Tanksley is now representing the Liggett & Myers Tobacco Company in that territory. Mr. Tanksley was formerly the representative of the P. Lorillard Tobacco Company in Louisiana and Mississippi territory.

Brier Roots for Pipe Making

Brier pipes, made from the roots of the French white heath (Erica arborea), were first introduced into England in 1859. The plant flourishes in all countries bordering upon the Mediterranean and grows to a height of 38 to 45 inches. In this district it is the custom to cut the long, tough, young shoots each year, bind them together, and sell them for use in sweeping streets in cities and towns. Outside of this, the plant is allowed to grow for three or four years, when the roots will have developed sufficiently to permit cutting them, enough of the plant being left to permit cuttings every three years.

The roots most in demand for pipe making, a certain aroma and brightness of wood being the test, are those obtained from the Tuscan Maremme in the neighborhood of Follonica, Cecina, and Grosseto. They are preferred by manufacturers to those from any other part of Italy, or from Algeria or the Orient. Most of the land in the Tuscan Maremme growing these roots is owned by French and British concerns, who maintain warehouses and workshops on or near their lands where the roots are washed, boiled and roughly shaped, after which they are sorted by size, color, and quality.

They are shipped from these warehouses to France, Great Britain, and, before the war, Germany, where they are made into the pipes known to commerce. From those countries exports of the finished product were made to all parts of the world.

[A list of independent exporters in Italy of brierwood for pipe making and a list of manufacturers of brierwood pipes and cigarette holders can be obtained at the Bureau of Foreign and Domestic Commerce or its district offices. Refer to file No. 75,830.]

Mazer Cigar Company Enjoins St. Louis Firm

The Mazer Cigar Manufacturing Company, of Detroit, Mich., obtained a temporary injunction against Harriet and Richard Ury, cigar manufacturers of St. Louis, restraining the latter from the use of a certain alleged distinctive container for the sale at retail of cigars, with certain words printed thereon, which is claimed to be an infringement of the patent device of the Mazer concern.

The injunction was granted by Judge D. P. Dyer in the United States District Court, conditioned upon complainant company furnishing bond of $5000 to guarantee the defendants against any losses they may sustain in the event the injunction is dissolved at the hearing of the suit on its merits.

Tobacco Production in Paraguay

Tobacco is the most widely cultivated crop in Paraguay. The production for 1915 is estimated at 24,000,000 pounds, of which about 20,000,000 pounds were exported. Paraguayan tobacco is exported principally to Argentina, Brazil, and the Netherlands. Germany was formerly the principal market. The foreign demand for Paraguayan tobacco during 1915 exceeded the supply available for export. During the year tobacco seed from Habana, Virginia, Kentucky, and Connecticut was imported and planted here, and the experiments gave good results in every case.

Russian Licorice Root for the United States

As a result of representations made to the Russian railway authorities by Mr. Henry D. Baker, the American commercial attaché at Petrograd, permission has been granted to transport large quantities of licorice root from the Russian Caucasus to Archangel, for shipment to the United States. This will not only be a boon to American tobacco interests, but will also increase the quantity of cargo available for the return trips of vessels carrying the increasing American exports to Russia.

Prosperous Year for Diamond Match Company

The Diamond Match Company in its report to stockholders for the year ended December 31 last, shows gross earnings amounting to $2,284,564, against $1,872,165 in 1914. The net earnings of the company during the year amounted to $1,605,009, as compared with $1,542,234 for the preceding year. The surplus on December 31 was $454,730, whereas at the end of 1914 it amounted to $889,320.

President Faiburn in his statement says in part:

"The conditions surrounding the match industry during the past year have presented problems unprecedented in the history of the trade. The importation of potash from Germany has ceased and there is much difficulty in obtaining other match ingredients from abroad. America has been dependent on the German potash mines for its source of supply and no other deposits have as yet been found that have been developed and operated on a commercial basis.

"These abnormal conditions, together with the uncertainty of available supplies, have made the costs of raw materials excessively high. In order to protect the company's operations, it has been necessary to make heavy purchases at excessive prices.

"The management has deemed it advisable to create a reserve of $388,367.66 to be applied against the inventories of raw materials purchased at abnormal prices, and thus provide to some extent against the decline in prices which will naturally follow the cessation of hostilities abroad.

"As a result of conditions at home and abroad, the company recently commenced the erection of three experimental plants which are being built with the hope that muriate of potash may be produced in sufficient quantity to meet its match manufacturing requirements. It should be borne in mind, however, that the cost of production of matches is being greatly increased as a result of existing abnormal conditions."

"Palma Vila" Campaign in Cincinnati

Cincinnati, O., is now in the throes of an extensive campaign on the "Palma Vila" cigar. The first shots were fired by I. Reinheimer, of the American Cigar Company, Mr. Reinheimer having come to the city for that express purpose. The J. B. Moos Company are to foster the campaign, which it is planned is to cover every portion of the city and surrounding suburbs. Thousands of cards, each good for one "Palma Vila" cigar, are being mailed to smokers, in an effort to have them familiarize themselves with the brand.

Leaf Tobacco Held by Manufacturers and Dealers

These statistics, collected in conformity with the Act of Congress approved April 30, 1912, represent, for dealers in and manufacturers of tobacco other than the original growers: (1) The quantity of leaf tobacco reported as held by manufacturers who, according to the returns of the Commissioner of Internal Revenue, manufactured during the preceding calendar year more than 50,000 pounds of tobacco, 250,000 cigars, or 1,000,000 cigarettes, and by dealers in or manufacturers of leaf tobacco who on an average had more than 50,000 pounds of leaf tobacco in stock at the end of the four quarters of the preceding calendar year; (2) all imported leaf tobacco in United States bonded warehouses and bonded manufacturing warehouses.

Types.	Pounds of Leaf Tobacco on Hand. April 1st. 1916.	1915.	1914.	Oct. 1, 1915.
Aggregate*	1,417,693,262	1,481,028,438	1,380,987,689	1,205,762,948
Chewing, smoking, snuff and export types, total,	1,001,461,972	1,024,166,293	951,513,967	806,736,562
Burley	319,489,475	343,738,796	311,288,658	249,803,577
Dark District of Kentucky and Tennessee				
Dark fired as grown in Clarksville, Hopkinsville and Paducah Districts	147,879,392	158,725,092	170,830,884	149,833,563
Henderson	12,087,068	11,788,039	9,198,533	2,424,313
Green River	55,266,237	58,388,601	59,655,574	45,192,580
One Sucker	29,689,581	37,294,435	44,193,297	22,259,554
Virginia Sun Cured	11,758,277	13,654,647	12,725,275	9,464,827
Virginia Dark	57,562,228	51,243,993	54,045,869	28,655,831
Bright Yellow District of Virginia, North Carolina and South Carolina	358,040,699	335,724,803	282,340,568	276,771,734
Maryland	6,457,050	9,876,686	4,063,652	17,629,058
Eastern Ohio Export	2,749,881	3,206,038	2,473,005	4,198,503
All other domestic, including Perique-Louisiana,	482,084	525,163	698,652	503,022
Cigar types, total	356,008,249	386,859,387	367,213,203	335,367,657
New England, including Connecticut	67,731,554	60,695,788	55,976,972	57,771,149
Broadleaf	33,688,942	30,537,681	(†)	31,217,506
Havana seed	31,437,832	27,853,216	(†)	24,359,058
Shade grown	2,604,780	2,304,891	(†)	2,194,585
New York	6,305,286	5,474,879	6,052,880	4,250,488
Pennsylvania	109,391,882	127,238,967	125,605,938	105,460,066
Ohio	74,190,735	91,029,148	82,436,075	74,329,126
Wisconsin	86,795,711	88,661,983	85,741,267	78,891,003
Georgia and Florida	6,644,540	6,460,514	6,471,667	8,515,339
Porto Rico	4,683,810	6,934,852	4,384,403	5,888,910
All other domestic	264,731	363,256	544,001	261,576
Imported types	60,223,041	70,002,758	62,260,519	63,658,729

*Leaf tobacco on hand April 1, 1916, includes 906,034,476 pounds, for which the "Marked weight" was reported (i. e., weight at time it was packed or baled), and 511,658,786 pounds, for which the "Actual weight" was reported. The corresponding amounts included for 1915 were 910,907,183 and 570,121,255 pounds, respectively, and for 1914, 834,104,872 and 546,882,817 pounds, respectively, and for October 1, 1915, 760,807,427 and 444,955,521 pounds, respectively. Allowance should be made for shrinkage on the amounts for which "Marked weight" was reported, in order to ascertain the actual weight. The total for 1916 includes 1,256,895,776 pounds of unstemmed, and 160,797,486 pounds of stemmed leaf tobacco.

†Not reported separately.

Trade Jottings

J. M. Leith, of Harwick, Vt., has disposed of his tobacco store and lunch room to J. J. Kelly.

Julius Klorfein, 476 Broome Street, is expected back from his big Southern trip shortly.

Maurice Winter & Company, packers and importers of leaf tobacco, are now located in their new quarters at 168 Water Street.

A new size, known as "Extraordinary," of the "El Yutan" cigar, is being introduced to the trade by the J. B. Moos Company.

Following a sojourn in Florida extending over the winter and the spring, Jacob Wertheim is expected to return to the city May 18th.

Many new accounts on his brand, the "Rutalis," a shade-grown product, were opened up by Edward J. Lieb, of 224 Pearl Street, on his recent trip through the Middle West. Mr. Lieb plans to start on this third Western trip about June 10th.

May 17th Date Set for Seubert Trial

Petitioning $100,000 damages by virtue of a conspiracy of certain unions, to harm the Seubert business, the suit of Justin Seubert, Incorporated, versus the international and local cigarmakers' unions, Syracuse, N. Y., is to be called for trial May 17th next. Both sides are to have the benefit of some of the finest legal talent the country affords. The Seubert interests are to have the assistance of various of the authorities who appeared in the renowned Danbury hatters' case. The result of the trial, which is attracting considerable interest throughout the country, will be awaited with interest.

Smith-Reimers Company Succeeds Kuhnen Cigar Company

The old Nicholas Kuhnen Cigar Company, of Davenport, Ia., is now but a memory. The Smith-Reimers Company, the successors, having found it unsatisfactory to continue under the old name of Kuhnen, exploiting the Kuhnen "Papoose" 5-cent cigar, recently discarded both name and brand and have started in on their own account. They are now offering to the trade the "New Papoose" under a new label. The members of the new company are eminently fitted to fulfil the task which they have undertaken, and have the well wishes of those in the trade.

Jot C. Wood Joins William Cluff Company

Effective May 1st last, Jot C. Wood entered his new position of manager of the cigar and tobacco department of William Cluff Company, of San Francisco, Cal. Mr. Wood has been for eight years the Coast representative of the well-known firm of Berriman Brothers, manufacturers of the very popular "Jose Vila" cigar. He does not, however, by reason of his new appointment, relinquish his representation for Berriman Brothers. This he still retains, with the exception that he gives up his territory in Southern California and certain factory lines in Northern California. The William Cluff Company is one of the principal wholesale grocery firms of San Francisco. Its business is an extensive one, its territory ranging from Nevada to Mexico. It has a large distribution in California on the "Jose Vila" and "Lon Luis" lines of cigars.

HARD ON THE UNDERTAKERS

The City Fathers of Quitman, Ga., have practically banned the pistol by increasing the dealer's tax to $500 a year. The special tax ordinance was further revised by increasing the licenses for the dealers in coffins and life insurance. Should think these were the fellows to ask for a decrease in view of the probable falling off in business.

CLASSIFYING THE TOBACCO BUYERS

From the New Milford (Conn.) "Gazette"

"The tobacco beds are all sowed. One sees the white cloths at nearly every house, and the growers are looking forward to another successful year in their contest with cutworms, hailstones and tobacco buyers."

"FUTURIST" WRITING

An editorial in the New Britain (Conn.) "Herald" begins with this sentence:

"There was a time, in the not far distant future, when the mere mention of cotton brought to the mind lively visions of a field of snowy white, darkies singing, strumming banjos, and a cool, clear moon shedding its mellow light over Southern territory."

A SELF-INSTRUCTED TYPIST

"How do you like your new typewriter?" inquired the agent.

"It's immense!" was the enthusiastic response. "I wonder how I ever got along without it!"

"Well, would you mind giving me a little testimonial to that effect?"

"Certainly not; do it gladly."

So he rolled up his sleeves and in an incredibly short time pounded out this:

"after Using thee automatig Back-action atype writ. er for thre emonth$an d Over. I unhesittattinggly prono nce it to be al ad even more than th e Manufacturs claim? for it. During the time been in our posessio e. i. th ree monthz! id has more th an than paid paid for it$elf in the Saveing oF time an d labrr?"

john $ Smith.

—"Fun."

WATD'YUHKNOWABOUTTHIS?

Some machinists over in Brooklyn want to go on a strike because they are receiving only $18 a week. They claim that men are paid $60 a week for the same kind of work in Bridgeport. We sympathize with them fellars who spent four years in colidge and who are now having a heluva of time to keeping on drawing $15 per.

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There are a lot of annual reports that do not mean much in the gay life of the tobacco industry, but such an accusation cannot be made against the one presented on Monday before the Convention of the National Cigar Leaf Tobacco Association by its president, Charles Fox. The report is an intelligent résumé of its important acts during the past year. The association is well known because of its work, and it is a distinct credit to the industry which it represents.

An Annual Report

May 29th marks the date set for the First Annual Convention of the Tobacco Merchants' Association of the United States. With so many matters of importance affecting the tobacco industry before Congress, quite appropriately it will be held in Washington, D. C. The Senate, the House, the Internal Revenue Department and the Department of Agriculture will be represented at the big banquet, which is to take place at the New Willard on the evening of the 29th, thus affording an opportunity for a mutual exchange of thought.

The T. M. A. Convention

The banquet will be marked by the attendance of scores of the most prominent manufacturers of cigars, cigarettes and tobacco products in the country. The big leaf growers, the progressive jobbers, and the retail dealers, a most important link in the chain of distribution will be present.

There will be ample opportunity to measure the work accomplished by the association since its inception last September, and judging by results it has immeasurably benefited the trade already.

There is an unlimited field for work in the tobacco industry for such an association. It has been started under favorable auspices, and every well-wisher looks forward to its greater growth as a power for good.

The convention offers an excellent opportunity for members of the tobacco trade to hear and see for themselves just what the Tobacco Merchants' Association is doing.

J. C. Davis & Company Get "La Muna" Account

John C. Davis & Company, Fourth and Vine streets, Cincinnati, O., has been given the exclusive jobbing agency in local territory for the "La Muna" cigar. This brand, which is a Havana shade-grown, is manufactured by Gans Brothers, and will be handled in four sizes.

Deaths in the Trade

Edwin Meyers

Edwin Meyers, a pioneer cigar manufacturer of York, Pa., died at his home in that city, recently, as the result of an attack of pneumonia. Mr. Meyers, who was seventy-two years old, was engaged in the cigar manufacturing business for fifty years. He was part owner of Celestino Costello & Company, cigar manufacturers; the York Cigar Box Manufacturing Company, the American Printery, and Meyers, Adams & Company. Mr. Meyers also was a director of the York Water Company and the City Bank. He is survived by a widow and five children.

Henry Leopold

Henry Leopold, of Leopold & Mergentheim, Chicago, Ill., died at his home in that city during the past fortnight. Mr. Leopold was sixty-one years old and had been in the cigar business about thirty years. An expert on tobacco, he carried the finer grade of cigars, and as a result was successful in building a business that placed him among the foremost ranks of the city's independent dealers. His former partner, Mr. Mergentheim died about two years ago. This, however, did not deter the business from being carried on under the old firm name. Opening for business originally in the old Rand-McNally Building, this location was vacated for one at Jackson and Sherman streets. Succeeding this the stand at LaSalle and Washington streets was taken. The deceased was a member of the Standard Club and a Mason. Mrs. Leopold is to continue the business.

About Cuban Tobacco

THE tobacco plant is indigenous to Cuba and its cultivation on the Island dates back to the early part of the sixteenth century. Generally speaking, all the tobacco grown in Cuba is of good quality, but locally it is divided into five distinct grades, according to the district from which it comes. These are the "Vuelta Abajo," "Partidos," "Semivueltas," "Remedios," and "Mayari."

"Vuelta Abajo" tobacco is grown in the Province of Pinar del Rio, situated in the western end of the Island, and is the staple universally acknowledged to be the finest of all. The best tobacco producing districts in this Province are: Las Ovas, San Juany Martinez, San Luis, Sumidero and Los Remates.

"Partidos" tobacco is grown in Havana Province, and is the kind which produces the best leaf for use as wrappers in the manufacture of cigars.

"Semivueltas," grown on the boundary of Havana Province and Pinar del Rio, between the town of Artemisa and Consolacion del Sur, is a good burning and aromatic tobacco. It does not make good wrappers, however, so its use in local factories is limited to fillers.

"Remedios," from the Province of Santa Clara, is a very strong tobacco, burns well and is used for blending with other grades. The district of Manicaragua produces the best tobacco of this class and a considerable amount of it was formerly marketed in Hamburg.

"Mayari" tobacco is the lowest grade grown on the Island and comes from the Province of Santiago de Cuba. The leaves are heavy and coarse and, not being acceptable for local consumption or in the manufacture of Cuban cigars for export, this class is usually shipped in bales and marketed in Europe.

A dry and sandy soil is most suitable for the cultivation of the tobacco plant and produces the best grade of leaves, both in aroma and burning qualities. Heavy damp soil produces bad burning tobacco and is therefore poorly adapted to its cultivation. Flat, low lying fields are superior to the hilly districts, the latter producing a stronger tobacco but inferior in color and aroma.

Of all plants, tobacco is one of the most delicate and sensitive, necessitating the greatest attention and care, and the sowing and planting require skill and patience on the part of cultivators. The seed beds must be carefully prepared on the slope of a hill and three distinct sowings are usually made, the first about August 8th, the second about August 20th and the last about the end of September. The first two sowings run great risk of failure either on account of excessive heat or equinoctial rains. The third sowing, however, is rarely unsuccessful, although in some years it may suffer from the effects of cyclones, which are liable to occur on the Island from the middle of September to the end of October, or even on rare occasions in early November. As soon as the seeds commence to sprout, great care must be taken to protect them from the ravages of an insect known as the "cachasu," which, if left to itself, will devour and ruin whole seed beds.

From fifty to sixty days after sowing, the seedlings are transplanted to level, well-tilled and carefully prepared ground, called the "Vega," where they remain until maturity, some three months later. While maturing the plants require daily attention, to see that no insects attack them. Even at night one often sees laborers in the "vegas" examining the plants by the light of lanterns, carefully turning over the leaves to make sure that no caterpillars are there. In many cases the "vegas" are covered with cheese cloth awnings to protect the tobacco plants from the direct rays of the sun, and the effect of heavy tropical rains. The result of this is to produce large leaves of good color and silky appearance most suitable for wrappers, but inferior to tobacco grown in the open in aroma and the smoking qualities.

As soon as buds on the plants show signs of opening into flowers, they are removed in order that the leaves may benefit. Only a sufficient number of plants are left unpruned so that they will go to seed after the leaves have all been collected and furnish the seed required for the following season.

The first cutting is usually made about three months after the plants have been transplanted, but only the lower leaves, which are the most valuable for use as wrappers, are taken. A second cutting and, in case of a good crop, a third, are made at short intervals afterwards, depending on how quickly the other leaves attain their full size.

In close proximity to the "vegas," houses constructed of Royal Palm leaf stems, with roofs of palm thatch, are erected and in these the tobacco leaves are cured immediately after cutting. This operation taxes to the utmost the skill and experience of the grower, as excessive drought causes the leaves to wither, and excessive rains produce what is known as "green rot." For curing, the leaves are tied together in pairs and strung over wooden poles suspended from the roof of the houses. When the stem of the leaf is dry, advantage is taken of a damp or rainy day to remove them from the poles and place them in files, from which is made the selection for packing in bales. Large, fine, good colored leaves of the first cutting are set apart for wrappers and are the most valuable class. The best "vegas" are said to produce nearly all wrappers, but there are not many such. As many as five distinct classes of wrappers are produced on most "vegas," and the remainder of the leaves, destined for use as fillers, are divided into fourteen to sixteen different grades.

After the above selections have been made, the tobacco is tied in bunches containing thirty to fifty-five leaves each in the case of wrappers, or in bunches weighing about six ounces if filler. These bunches are technically known as "Gavillas," four of them making a "Manojo," and eighty "Manojos" go to make up a bale or "Tercio," which is packed in palm leaf or "gagua" and in this form distributed to the cigar factories. If intended for export the bales are sewn up in an additional covering of strong drill cloth of a creamy color.

The methods followed by the leading cigar factories are very similar, and the various processes to which the leaf is subjected after being received from the country in bales may briefly be described as follows:

The tobacco to be used as fillers is removed from the bales and placed in large baskets. It is then moistened by immersion in water, the superfluous water shaken off, and left in this condition in bunches for twenty-four hours. It is taken to the stripping department and half of the main stem removed. This work is usually done by women, who are paid about seven cents a bunch and earn on an average of $1.00 per day. The fillers are afterwards transferred to the "bodega," a long dimly lighted room, and placed on racks for a period of about eight days to dry. After this the leaves are packed in barrels marked with the date and grade and these are stored away for periods ranging from eight days to five months, or even more, to allow the tobacco to become thoroughly cured. During this time highly paid experts, often including the factory manager himself,

daily examine the contents of these barrels to pass on the condition of the leaf and decide whether or not it is ready to be made into cigars. On entering these rooms where the tobacco is stored during this process of fermentation, one is almost suffocated by the strong fumes of ammonia, and it is also curious to notice that the opaque window panes are stained a deep brown from the effects of the nicotine. It might not be out of place to mention here that sanitary conditions in factories are generally excellent, and in former years, when frequent epidemics of yellow fever ravaged the country, workers in cigar factories were practically immune from the disease.

The leaf tobacco intended for use as wrappers is treated separately. After being moistened as was the filler, it is sent to a special stripping department where the entire stem is removed. The workmen in this department are for the most part men and are paid ten cents a bunch, which is three cents per bunch more than is paid to the strippers of filler. This is because wrapper leaves are more valuable and great care must be exercised not to injure them and in this way render them useless as wrappers.

This stripping of the entire stem divides the leaves in two parts, each a wrapper. They then pass through a process of selection according to color, grade, etc., a delicate operation requiring expert workmen, who are paid as high as $150 a month. From here they are distributed to the cigarmakers, who must give a voucher for every twenty-five wrappers they receive, and at the end of the day account for them. Tobacco for filler, however, is given to them in unlimited quantities without accounting, but it is estimated that comparatively little is lost.

We must come to the actual making of the cigars. In the larger factories as many as two hundred workmen are seated in a large room. Each cigarmaker has a separate table and makes only one size, or "vitola," of cigar, which must conform in length and thickness with a standard measure provided for this purpose. Cigarmakers are paid so much per hundred and the rate varies with the size and grade of the cigar. As a rule it may be said that their wages amount to about one-third of the selling price of the cigars at the factory, the higher grades costing more for labor than the smaller and cheaper.

The rapidity and skill with which the cigarmakers work is remarkable. The most difficult operation is to put on the wrapper properly, and it may be truly said that each finished cigar is a small work of art. While the cigarmakers are at work a man seated on a high platform reads to them. He is paid by the workers themselves, who contribute about twenty-five cents apiece a week. Most of the large factories have this custom and on one occasion the writer was much amused in hearing read from a Cuban newspaper a complete account of one of the recent championship baseball games at home. In passing, it might be mentioned that there is as much interest taken in American baseball, the standing of the leagues, etc., in Cuba as in the United States itself, and the local papers devote much space to baseball news with photographs and personal information about the best known players.

After the cigars are made they are put up in bundles with the name or number of the maker and taken to a special department for classification, where the "vitolas" are checked before the workmen are given credit for them, and after this they are stored in large cedar cupboards to allow them to dry.

Next follows the "escojida" or special selection of the cigars according to grades, color, size, etc., so that the quality and general appearance of all the cigars in each box will be uniform. The men who attend to this are among the most highly paid. The cigars thus assorted are then packed in the boxes which finally reach the consumer, and these boxes when filled are put for several days in presses, which, by the way, are the only machinery used in Havana cigar factories. The rings or labels are put on in another department, the cigars replaced in the boxes, which are then closed, sealed with paper strips, and labelled with the many familiar brands. They are then ready for distribution and shipment.

In conclusion, brief mention should be made of the fact that there are also many local factories for manufacturing cigarettes. These are all made by machinery from the United States and of an inferior grade of tobacco as compared with that used in cigars. A good deal of the material, in fact, is scraps from the cigarmakers' tables, locally known as "picadura." The local consumption of these cigarettes is enormous, running into hundreds of millions a year, as nearly everybody on the Island smokes them continuously and they retail at five cents the package of sixteen cigarettes. Few, however, are exported as they have never found much favor in foreign markets.—"The Americas."

Price-Cutting Avoided in Detroit

At a recent meeting of the Independent Association of Retail Cigar Dealers, of Detroit, held at the Hotel Cadillac, Detroit, Mich., Moses La Fond informed the members that the Association's committee had just succeeded in narrowly averting price cutting in the retail tobacco trade, that would have assumed the aspect of a war to the death. He also stated that his committee in calling on the various manufacturers and jobbers, had received assurances of co-operation so far as they had gone. In the report of Emmett Walsh, it was stated that the retail cigar trade is accepting generally the plan of price maintenance as proposed by the committee. The retail druggists of the city, also, through their association have come into the agreement.

"United" May Open Three New Stores in Worcester

The United Cigar Stores Company, having decided to expand their interests throughout the country by the opening this year of 150 more branches, it is probable that three of the stores will be located at Worcester, Mass. A "United Store" was opened in Worcester within the year, and is now being remodeled at a cost of $10,000. It is located at the corner of Main and Pleasant streets, and is stated to be one of the best locations in the city for the line. W. J. Mahany is manager of the Worcester branch, and is said to have been out recently inspecting various sites, presumably in the heart of the city.

Cigar Wrappers or Cigarette Papers?

Judge Thomas reserved decision in the recently argued case of the United States against the Tobacco Products Corporation, of New Milford, Conn., in the federal court. Under orders, the papers were served, and the case heard the same day. This expedition in the disposition of the case was required as the company's plant was closed while the matter of trial was pending. Collection of internal revenue was the point in question. The Tobacco Products Company ran tobacco stems through a machine, which stems issued forth in the form of sheets. The sheets when used on tobacco, according to the contention of the Government, assume the nature of cigarette paper, and are taxable as such. The Tobacco Products Company states that their product is used in the manufacture of little cigars. The tax on these is 75 cents per thousand; that on cigarettes, $1.25 per thousand.

President's Report to N. C. L. T. A. Convention

HEREWITH is presented in part the Annual Report of President Charles Fox, of the National Cigar Leaf Tobacco Association, which was submitted to the Association on Monday at the first session of its Convention, which convened in Washington, D. C., on that date:

The past year has been one of the most momentous in the history of the world and it is in keeping with the spirit of the times that it should have been a twelve-month of unprecedented activity for the officers of the National Cigar Leaf Tobacco Association. Never before in our history have we been called upon to meet such a variety of emergencies or to prepare ourselves for a campaign the consequences of which may be so far-reaching. During the year we have won a great victory in a contest between a large proportion of our members and the leading railroad systems of the country; we have planned an energetic campaign against the proposed increase in the cigar tax; we have laid the foundation for an amendment of the illogical law imposing special taxes on cigar manufacturers; we have secured the revocation of several obnoxious rulings with regard to the taxation of leaf dealers; we have assisted in bringing about the enactment of a rational law for the collection of statistics relating to leaf tobacco; we have reached a basis for the reform of the unwise practice of the distribution of hybrid tobacco seed; we have rendered substantial aid to our members in connection with their annual journey to Amsterdam for the purchase of Sumatra leaf tobacco; we have co-operated with other important trade interests in advancing the position of the measures providing for a non-partisan tariff commission and authorizing the maintenance of resale prices and the retention of the Federal bankruptcy act upon the statute books, measures which now promise to be adopted by Congress in the near future; and we have established in connection with our Washington bureau a bulletin service of information of great value to our members. The year has also been signalized by a decision by the United States Supreme Court sustaining the anti-coupon laws of several of the States, thereby pointing to the logical remedy for gift enterprise abuses, and the Internal Revenue Bureau, following this decision, has imposed certain wise restrictions which will operate to limit the wholesale use of these demoralizing adjuncts to big business.

Increased Taxes on Cigars

The cigar industry is facing a menace to which it can no longer close its eyes. It has been surprisingly slow to recognize the danger, but there are probably few manufacturers or leaf dealers who are not now convinced that the trade must battle shoulder to shoulder and with the utmost energy to prevent the imposition of heavy additional tax burdens in connection with the revenue legislation now being formulated at the Capitol. Furthermore, I deem it my solemn duty to warn you that leading public men who sympathize with us in our efforts to prevent an increase in the tax on cigars at this time have frankly told us that, even if we escape the peril now threatening, we must put our house in order and prepare to assume our share of an increase in the taxes levied upon the entire tobacco industry, aggregating at least $20,000,000 per annum. These are no idle words and foreshadow a comprehensive revision of the internal revenue laws, probably within two years, provided the leadership in Congress is not radically changed in the meantime.

Early intimations of the possibility of an increase in the taxes on cigars and other tobacco products were received by me from our Washington representative as long ago as last August, and on September 14, at the instance of the officers of this Association, a meeting was held in New York, attended by a number of men prominent in the trade, at which the situation was fully canvassed and plans were devised for opposing the projected increase in tax. From that time until the present this Association has labored without cessation to ward off this threatened danger. For months, however, we lacked co-operation even upon the part of those most closely concerned, and in many quarters the comment was made that we were unnecessarily alarmed. Since the convening of Congress, however, the situation has been growing steadily more grave and today the cloud looms large over the future of our industry.

One of the first steps taken by us to meet the impending danger was the filing with the Internal Revenue Bureau of a strong protest against any increase in the tax on cigars. Acting Commissioner Fletcher granted a hearing on November 12th, to me and to our Washington representative, at which was also present Chief Snider, of the Tobacco Division of the Internal Revenue Bureau. Copies of the brief which we then filed and which embodied the arguments orally presented were mailed to you at the time and the arguments contained therein are no doubt familiar to you. I do not think I violate any confidence or overstate the facts when I say that I believe we then succeeded in convincing the officials that any increase in the cigar tax would not only prove disastrous to the industry, but would undoubtedly result in a decrease rather than an augmentation of revenue, chiefly because of the extent to which the use of imported cigar leaf paying high rates of duty would be curtailed to enable manufacturers to recoup themselves for the increased tax burden.

A point upon which we dwelt with special emphasis was the folly of attempting to restore the graduated tax on cigars imposed some years ago by Congress, but speedily repealed when its impracticability was demonstrated. This project has recently been presented in Congress in concrete form by Representative Porter, of Pennsylvania, who has introduced a bill reducing the tax on cigars retailing at less than 5 cents, retaining the existing rate on nickel goods and providing graduated increases on cigars selling for more than 5 cents each. Against this preposterous measure we have protested to Congress and to the Treasury Department. As a bill to "increase revenue" it is a misnomer, for it does not require mathematical ability of a high order to demonstrate that in view of the large production of cigars selling for 5 cents or less the increased graduated taxes on higher priced goods would fail to offset the proposed cut in stogies and other cheap cigars. The bill also is based upon the sophistry that one branch of the cigar trade can be made more prosperous at the expense of another branch. A long and varied experience has demonstrated that the trade must stand together and meet all encroachments from whatever source with a united front.

I do not need to speak here of the absurd fallacy underlying the contention that the high priced cigar should pay a larger internal revenue tax. As I have pointed out both to the Treasury officials and to Congress, if it is an imported cigar of Cuban manufacture it pays a customs duty of about $60 per thousand in addition to the internal revenue tax, and if it is a clear Havana cigar made in this country the duties on the imported leaf of which it is composed amount to several times the internal revenue tax

which it also pays. It is, therefore, beyond question that the high priced cigar, on a basis of value, today pays much more than its fair proportion of combined taxes, both customs and internal.

Your officers have recently presented to the Ways and Means Committee a brief in opposition to any increase in the cigar tax and this we are following up with individual representations. We urge your hearty co-operation in this work and especially that you will lose no time in bringing to the attention of your individual Representatives and Senators the unwisdom of a policy of taxation which places upon so large a regular burden bearer as the cigar industry any part of these emergency taxes. We all fully appreciate the fact that the country now confronts a great crisis and that it must meet this crisis with extraordinary expenditures. Sound economics, however, demand that emergencies shall be met with emergency measures and that it is unwise to imperil a great revenue producer like the cigar industry, which for the past five years has turned into the public coffers more than $44,000,000 annually, by endeavoring to wring from it a further contribution which would properly be exacted from sources which, under ordinary circumstances, are not called upon to contribute. Congress should bear in mind that every leaf dealer and every cigar manufacturer pays his full share of all the taxes that go to the support of the Government, Federal, State, county and municipal, and in addition contributes to an enormous special fund annually. To ask more in an emergency is to risk the demoralization of an industry the revenue producing capacity of which Congress should most carefully conserve.

I trust that you will take home with you what I have said in this connection and do everything in your power to co-operate in the work we have undertaken for the general welfare of our industry.

Readjustment of Special Taxes on Cigar Manufacturers

The closing days of the fiscal year ended June 30, 1915, brought sharply to the attention of the cigar trade certain inequalities in the special taxes levied upon manufacturers by the emergency war revenue act. These inequalities not only resulted in distributing the burden of tax unjustly, but amounted to a veritable "restraint of trade" and fully justified the conclusions reached at our last convention when resolutions were adopted directing your officials to bring the matter to the attention of the authorities at Washington.

Under the terms of the emergency war revenue act graduated taxes were provided based upon output up to 1,000,000 cigars per annum, the rate upon that product being $30. Manufacturers making more than 1,000,000 but not more than 5,000,000 are required to pay $150, while those making more than 5,000,000 and not exceeding 20,000,000 are taxed $600 per annum. The injustice of requiring a manufacturer who may produce 5,100,000 cigars to pay four times the tax levied upon one who produces 5,000,000 is so obvious as not to require argument, and it is equally obvious that to require a manufacturer producing 5,100,000 cigars to pay the same tax as one who makes 20,000,000 is a gross discrimination in favor of the large producer. A careful tabulation showing the taxes paid by manufacturers producing from 1,000,000 to 20,000,000 developed the interesting fact that the resultant rate per thousand of output—for the special tax must be regarded as a part of the cost of manufacture and prorated over the entire output—ranged from 3 cents to as high as 10 cents.

A single illustration will serve to show the inequitable character of this system of taxation. A manufacturer who has made and sold 1,000,000 cigars up to June 15th, for example, would be unable to deliver any more goods until after July 1, for if he should sell a single additional cigar he would thereby increase his special tax for the coming year from $30 to $150. In other words the small additional output would cost him $120.

The most glaring defect in the schedule as adopted by Congress is the use of the extraordinary "spread" or "bracket" which groups together all manufacturers making in excess of 5,000,000 cigars but not to exceed 20,000,000 cigars. That this was an inadvertence on the part of Congress appears certain, and the best evidence that it was an oversight is found in the fact that the schedule of special taxes applicable to manufacturers of smoking and chewing tobacco provides an additional bracket for those producing 10,000,000 pounds, which is inserted between the 5,000,000 and 20,000,000 brackets.

Believing that the Government did not intend to impose any artificial restriction upon the output of the cigar industry or to levy taxes by an inequitable method I took the matter up with our Washington representative in pursuance to resolutions adopted at the last convention and secured a hearing before the Internal Revenue Bureau at which a brief was filed setting forth the facts and urging that Congress amend the existing law so as to provide the equivalent of a flat rate of $30 per million on the output of cigars in excess of 1,000,000. This recommendation was very favorably received by the officials of the Bureau and the reasonableness of our contention was frankly admitted. Upon the convening of Congress the matter was brought to the attention of the Ways and Means Committee and will be urged upon Chairman Kitchin and his associates in the hope that the desired amendment will be incorporated in the Omnibus revenue bill now in course of preparation. I am confident that the presentation of the matter made by us to the Internal Revenue Bureau has paved the way for a favorable recommendation when our project is referred by the Ways and Means Committee to the Treasury Department for the usual report thereon.

Proposed Increase in Freight Rates on Tobacco

One of the most important accomplishments of the past year has been the sweeping victory scored by our Association in the effort to prevent advances in classification of leaf tobacco in boxes and barrels in official classification territory. Our triumph in this matter has been most substantial as well as moral, for the saving to our members will aggregate thousands of dollars yearly and the vigorous handling of the case by our transportation committee will undoubtedly have a wholesome effect in deterring the railroads in all classification territories from attempting in the future any unjustifiable increase in the rates on leaf tobacco. Few more salient illustrations of the value of organization could be cited, for it is a matter of common knowledge that the railroad systems of the country hesitate to increase rates upon the products of well organized industries, knowing that advances will be stubbornly contested before the constituted authorities.

Too much credit can not be given to Mr. Charles N. Kincaid and our transportation committee for the gratifying outcome of this controversy. The prosecution of our case involved great labor, a technical knowledge of transportation problems and of procedure before the Interstate Commerce Commission, and the fact that leaf tobacco escaped an increase while proposed advances as to certain other commodities were found to be justified, is the best evidence of the efficient manner in which our interests were guarded. This Association does not sympathize with the unjustifiable attacks so frequently made upon the railroads of the country, for we recognize that they are an essential part of our great industrial system and that in the main they are wisely and fairly managed. In this case, however, the proposed advance as to leaf tobacco was inequitable and the demonstration of that fact by our transportation committee was absolutely conclusive.

Rulings as to Registration of Leaf Tobacco Buyers

A problem with which the Association has been constantly called upon to deal is the proper construction of the law and regulations with respect to the registration of leaf tobacco dealers. Much of the annoyance suffered by our members in this connection has been due to changes in the laws and to the overzeal of subordinate officials in their administration. The passage by Congress of the so-called emergency war revenue act introduced a new element of uncertainty as it provided a classification for so-called commercial brokers, a classification which, in default of any other statute, might with some reason be held to cover the business of dealing in leaf tobacco.

Upon the passage of this law the Internal Revenue Bureau directed collectors to "see that all dealers in leaf tobacco who make sales of leaf tobacco for others on a commission basis pay special tax as commission merchants or commercial brokers, as the case may be, as well as special tax as dealers in leaf tobacco." Immediately upon the promulgation of this regulation our Washington representative entered a protest against it on the ground that it would result in the exaction of two separate taxes for the same occupation which, obviously, was not intended by Congress. The reasonableness of this view of the statute was promptly conceded by the Internal Revenue Bureau and the Commissioner at once forwarded to collectors a ruling revoking the decision referred to. For the information of all members who have not given personal attention to this ruling, which is of much importance in view of the action of Congress in extending the emergency war revenue law, I quote from it as follows:

"You are advised that this office has given further consideration to this matter and has reached the conclusion that it was not the intent of Congress to impose a double occupation tax on account of the same transaction, and that where the only business done on commission by a dealer in leaf tobacco is in connection with the sale of leaf tobacco only the special tax on dealers in leaf tobacco is incurred, and that no special tax liability as commercial broker or commission merchant is incurred under such circumstances. All rulings in conflict with the above are hereby revoked."

Another class of cases under the regulations governing the registration of leaf tobacco dealers has also been handled by the Association during the past year. In these cases collectors of internal revenue in various districts have undertaken to require parties to register either as commercial brokers or as leaf dealers who have been engaged in buying leaf tobacco for individual houses exclusively. Such parties occupy the relation of employees and do not engage in the business of buying and selling leaf tobacco on their own account either as brokers or dealers. When these cases were brought to the attention of the Internal Revenue Bureau the action of the collectors in question was promptly disapproved and appropriate instructions issued in each case.

Following the adjustment of these controversies with the Internal Revenue Bureau our Washington representative sent a circular letter to our members calling attention to the divergent rulings of local collectors and setting out definitely the position taken by the Internal Revenue officials, at the same time requesting that our Washington bureau be promptly notified should any revenue official attempt to enforce a ruling at variance with the decision cited. As the result of this letter several of our members brought to our representative's attention attempts on the part of collectors and revenue agents to require registration contrary to the position taken by the Internal Revenue Bureau, and in each of these cases prompt adjustment was secured.

Hybrid Seed Distribution

At its last annual convention this Association adopted a resolution directing the legislative committee to urge upon the U. S. Department of Agriculture the desirability of discontinuing the distribution of hybrid tobacco seeds, the use of which has resulted in the deterioration of the cigar leaf grown in certain sections and the production of undesirable types.

Under my direction our Washington representative made a very thorough investigation of the subject of the distribution of hybrid tobacco seed through the Ohio Agricultural Experiment Station, which appeared to be the active agency in this matter, and learned that the entire responsibility for this distribution rested with that station and that the Federal Government was in no way responsible for the work; in fact had no official knowledge of what was being done, although the experts of the Department were familiar in a general way with the subject matter of the complaints of our Ohio members. In view of the comity that prevails between the officials of the Federal and State governments there was an indisposition on the part of the experts of the Department of Agriculture to make any statements which might seem to reflect upon the work of the Ohio station, but after it had been made perfectly clear to them that the object of our inquiry was to locate the responsibility for the distribution of tobacco seed producing types of leaf regarded by the trade as undesirable, our representative was informed not only that the Department was in no way responsible for the work, but that it had always been the policy of the Bureau of Plant Industry to encourage the growth of standard types of tobacco only and to discourage the production of new types or the growing of old types in new territory on the ground that growers making such experiments without the co-operation and support of the packers are courting disappointment and perhaps absolute failure.

The information thus obtained was communicated to our Ohio members, who have since taken up the matter with the State experiment station. At the same time copies of the resolutions adopted at our last annual convention were forwarded to the Ohio officials having the matter in charge. The investigation made in this case indicates that should any similar cause of complaint arise in other cigar leaf districts it will doubtless be found to be due to well meant but ill-advised efforts on the part of local officials and the matter should promptly be taken up by our local boards. At the same time this Association will be in position to co-operate in the effort to bring about the abandonment of the practices complained of and will unhesitatingly do so whenever the facts are brought to our attention.

A Non-Partisan Tariff Commission

No trade is in greater danger of being made the victim of blundering legislation in connection with any revision of the tariff than that engaged in the handling of leaf tobacco. The business is distinctly a specialty calling for expert knowledge in all of its departments; hence any law governing the importation of leaf tobacco, whether it concerns rates or the administrative handling of importations, or both, should be carefully drawn by persons well acquainted with the industry and unaffected by partisan bias. These considerations have moved this Association to give its unqualified support to the movement now on foot and strongly backed by the President of the United States looking to the creation of a non-partisan tariff commission whose chief function it will be to gather reliable information to be used as the basis of any revision of the tariff and customs laws that may hereafter be attempted.

A comprehensive bill creating a commission of six members clothed with full authority to investigate the industries of the United States, their foreign sources of supply, competition, labor conditions and other factors of importance, has been introduced in the House by Representative Rainey, of Illinois, the ranking majority member of the Ways and Means Committee, and we are advised will be incorporated in the Omnibus Revenue bill, which the Committee is now engaged in preparing. Impressed with the importance of this legislation I recently addressed to Chairman Kitchin, of the Ways and Means Committee, a letter urging the early enactment of the proposed law, in the course of which I said:

"I venture to say that no industry is more deeply interested in the tariff question than ours and none has been subjected to more demoralizing conditions during the frequently recurring periods of agitation for tariff revision. It is also true that to no industry is a scientific adjustment of tariff rates of greater importance, because of the intimate relation between the raw material which we handle and the finished products of the manufacturers we serve, and because of the great disparity between the rates upon wrapper and filler tobacco. When the fact is borne in mind that for many years the duty on wrapper tobacco has exceeded that on fillers by more than 400 per cent. and that a bale of filler tobacco containing more than 15 per cent. of wrappers is classified in its entirety at the wrapper rate, while the dividing line between fillers and wrappers is sometimes so difficult to determine that the most experienced experts will differ in their honest judgments, the importance of expert knowledge and the most painstaking consideration in the drafting of the tobacco schedule of the tariff will be appreciated.

"The members of our Association have long favored a scientific tariff and the withdrawal of the issue from the domain of politics. To our minds it is essentially a non-partisan, business question and the relegation to a well equipped commission of the task of gathering reliable data to be used as the basis of any changes in the tariff that might be necessary at any time could not fail to result to the advantage of our trade and that of the great cigar industry dependent thereon.

"I venture to express the hope, therefore, that your Committee in its wisdom will at an early date report a bill authorizing the creation of a tariff commission, and I am confident that if such a measure is reported, Congress, in response to what I believe to be the overwhelming public sentiment, will speedily enact it into law."

I am glad to be able to state that the Committee will probably report the Rainey bill as a provision of the Omnibus Revenue measure within the next sixty days and that it is expected to become a law at the present session.

Bulletin Service of Washington Bureau

Beginning July 1st last when the work of representing this Association in Washington was resumed by Mr. W. L. Crounse, a periodical bulletin service was established which, judging by the favorable comments of our members, has proven a very substantial utility. Through this service crop reports, census bulletins, important Departmental rulings, and other matters of interest to our trade have been reproduced upon the day of their promulgation and forwarded to each member of the Association. Members have also been invited through the medium of this service to advise our Washington representative of any misunderstandings that may have arisen with Government officials and the promptness with which such difficulties have been adjusted attests the value of the service.

Membership

Last year a few active leaf men of Dayton, Ohio, had the courage to invite this association to their city. How well they succeeded in their efforts to make our convention a success must be fresh in the memory of many of you. As a result of the work of these men, Dayton and vicinity today boast of a local association which ranks among the largest in the trade. Their example should be studied and followed in other leaf centers. What any association requires is representative membership, which should embrace all, or nearly all, the people in our branch of the industry. If our members will make the effort, we can soon expand our organization to include a large majority of the trade.

It is unnecessary to add that the larger the association the more effective the work it can do and I urge upon each individual member to give some of his time and effort to this end.

To be honored with the presidency of this association is indeed honor, and to receive the assistance and hearty co-operation of other officers, such as I have been favored with, calls for a measure of gratitude and thanks, which I hardly feel competent to express. I will ask my fellow officers and all our members to accept the will for the deed and permit me to say "I thank you; may all your future presidents be equally fortunate."

Washington Representative

By resolution passed at our last convention your executive officers were authorized to employ the services of a Washington representative, and therefore have re-engaged Mr. W. L. Crounse, who represented this association in former years. He again has proven his value by his thorough and untiring efforts in our behalf. His familiarity with the needs of our trade and his connections and acquaintances in official circles in Washington, especially fit him for the work required by us, and your officer can not too highly praise him and extend to him their personal thanks for what he has done. The past year has been one of great activity; the coming twelve-month promises to demand even more energetic labors, and I heartily recommend the retention of Mr. Crounse's services.

Trade Journals

Our trade journals, always ready to aid us, have been during the past year even more ready and willing to place their columns at our disposal and help us in our efforts to obtain beneficial legislation and prevent hostile action from whatever quarter threatened. They are entitled to our hearty and liberal support and have well earned the thanks of this convention and of the entire trade.

The 1917 Convention

While the holding of this meeting in the Nation's Capital was in my opinion very appropriate, I suggest that the next convention be held in some tobacco center and trust that, before adjourning, you will have selected some such place.

A Final Word

The Gospel of Preparedness is abroad in the land; the banner of Old Glory is waving over the citizenry who enjoy the freedom and liberty of God's country in the pursuit of happiness and peace. Let it be a guide to us, so that under the emblem of "Safety to All" we shall stand together, making our association a bulwark against all dangers which threaten our welfare. With this injunction I close, wishing each and all of you the prosperity your earnest labors may deserve.

CHAS. FOX, President.

National Cigar Leaf Tobacco Association.

Washington, D. C., May 15, 1916.

The Cuban Market

From Our Exclusive Bureau Perseverancia No. 8

Havana, Cuba.

Havana, May 8, 1916.

As we stated in our last report, that a few heavy buyers had arrived from the United States, we were not mistaken in predicting a better demand in that direction, and as the demand for the Netherlands has not subsided yet, we had quite an active market during the latter half of April.

There still remain some first and second capaduras of Remedios for sale, which are held firmer, in view of the shortage of this class of tobacco in this year's crop, and which we should consider as a good purchase for all parties, that may be in want of them later on, as there is no longer any doubt, but that the prices for the 1916 growth must be of necessity considerably higher, as the vegueros will not part with their good crops, except at stiff figures.

The better demand for the 1915 Vuelta Abajo growth has been a surprise to many people. The impetus was given by the European buyers who were attracted by the very low ruling figures, and of late our cigarette manufacturers have likewise shown more disposition to take hold of the better grades of colas, as there are no longer any low grades of Remedios for sale in our market. The Spanish Regie shall have contracted for a large quantity of colas besides, as the same is looking more for price than quality.

As we have had quite a spell of dry weather again, it has put a stop to the opening of more escogidas, as we have heard only of one escogida in the Partidos. Vuelta Abajo is more backward still, and the new Remedios may not get here until the month of July next. While everybody claims that the quality will be very rancid, and may not cure until perhaps the second summer, we shall abstain from expressing any judgment, until we have seen the new tobacco in the bales. There is only one thing sure, and that is that the crop in all the districts will be very small in quantity.

Receipts of Leaf Tobacco From the Country

For three weeks ending	May 5, 1916.		Since January 1, 1916.	
Vuelta Abajo	8,753	bales	19,342	bales
Semi Vuelta	324	"	1,473	"
Partido	20	"	571	"
Remedios	787	"	14,827	"
Oriente	78	"	2,597	"
Total	9,962	"	38,810	"

Sales during the second fortnight of April totalled 15,969 bales, and which were split up into: Vuelta Abajo and Semi Vuelta, 7783 bales; Partido, 760 bales, and Remedios, 7426 bales.

Buyers were: American manufacturers and leaf dealers, 6830; exporters to Europe, 7237; shippers to the South American Republics, 460, and our local manufacturers of cigarettes, 1442 bales.

Exports of leaf tobacco from the port of Havana for the two weeks ending May 3, 1916, totaled 10,401 bales, and which were consigned to the following countries, viz.: To all ports of the United States, 8233; to Canada, 845; to Sweden, 718; to the Argentine Republic, 460; to Chile, 95, and to Mexico, 50 bales.

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Bernhard Lichtenstein, of Lichtenstein Brothers.

From Boston: Walter A. Kaffenburgh, of I. Kaffenburgh & Sons.

From Tampa: Angel L. Cuesta and Karl Cuesta, of Cuesta, Rey & Company; Manuel Corral, president of Corral, Wodiska & Company; Facundo Arguelles, of Arguelles, Lopez & Brother, and Jose Escalante, of Jose Escalante & Company.

Departures—To New York: S. Ruppin, Bernhard Lichtenstein.

To Richmond: Reginald Bray (of E. Ellinger & Company), accompanied by Mrs. Bray and their children, upon a couple of months' vacation.

To Spain: Evaristo Palacios and Francisco Diez, formerly of Romeo y Julieta, as foreman of the escogida, and the latter as a broker and country buyer respectively; also Juan Diaz, formerly connected with Selgas & Company.

Returned: Ramon Menendez and Benjamin Menendez, of Menendez & Company (Parra).

Cigars

We beg to submit our usual monthly statement of the exports of cigars, from the port of Havana, as per our official customhouse returns, for the past month of April, with comparisons of the previous year.

Exports from April 1 to April 30, 1916,	7,673,229 cigars
Exports from April 1 to April 30, 1915,	8,875,613 "
Decrease during the month of April, 1916,	1,202,384 "

Decreases by countries in April, 1916, as compared with April, 1915:

Great Britain	4,670,720 cigars
Denmark	369,360 "
Norway	25,500 "
Guatemala	18,000 "
Total	5,083,580 "

Increases by countries in April, 1916, as compared with April, 1915:

United States	2,113,053 cigars
France	858,450 "
Australia	234,675 "
Argentine Republic	168,051 "
Spain	106,790 "
Canada	102,100 "
Italy	91,000 "
French Africa	83,550 "
Uruguay	58,020 "
Canary Islands	37,300 "
Gibraltar	22,700 "
Chile	19,500 "
Total	3,895,189 "

Exports of cigars from January 1 to April 30, 1916, 42,855,372 cigars
Exports from January 1 to April 30, 1915, 33,030,054 "

Increase during the first 4 months of 1916, 9,825,318 "

The comparison of the ten principal consuming countries, above one millions cigars per year in 1915, now stands as follows during the past four months, viz.:

Increases

Great Britain	4,845,193 cigars
United States	3,293,725 "
Denmark	1,141,310 "
Argentine Republic	396,778 "
Spain	373,631 "
Chile	321,175 "
Australia	96,709 "
Total	10,168,521 "

Decreases

France	441,100 cigars
Canada	155,350 "
Netherlands	148,300 "
Total	744,750 "

Partagas has been working relatively very strong, notwithstanding the falling off of the English orders, as it had a big demand from the Argentine Republic and Chile, besides good orders from the United States.

Romeo y Julieta is also well supplied still, with good orders, from its American customers, Spain, France and other countries.

H. Upmann & Company are busy for the United States, Canada and Chile, besides the minor countries.

Por Larranaga had very good orders up to now, but lately felt the absence of the English calls.

Punch is working steadily, although naturally it could work stronger.

Sol and Devesa de Murias has been favored with more orders of late, although the factory would not object, to be sure, of the continuance of them.

Leaf Tobacco

E. Regensburg & Sons purchased in all 2113 bales of leaf tobacco.

S. Ruppin, Incorporated, were heavy buyers in our market during the stay of Mr. Ruppin.

Bernhard Lichtenstein also made some respectable purchases of leaf.

Leslie Pantin has had a very good month, as during the second half he executed orders for his clients amounting to 4923 bales of leaf, of various kinds and grades.

The firm of Gonzalez & Benitez has been dissolved, and Don Ignacio Gonzalez is carrying on the same business under his own name, having given the power of attorney to his son, Victor Juan Gonzalez.

Some of the principal sellers were. Sobrinos de A. Gonzalez, 7000 bales; Jose Menendez, 1075; Manuel Herrera, 1000; Lozano y Miguel, 903; Candido Obeso, 808; Isauro Cano, 800; Gutierrez & Foyo, 630; Leon & Delgado, 550; Selgas & Company, 458; Jose F. Rocha, 328; Rodriguez, Mendez & Company, 300, and Manuel A. Suarez & Company, 225 bales.

The names of shippers of leaf tobacco, from the port of Havana, above 200 bales, during the last two weeks were:

Virgilio Suarez, 1237 bales; Leslie Pantin, 932; Cuban Land and Leaf Tobacco Company, 806; J. Bernheim & Son, 725; The Swedish Consul, 718; Walter Sutter & Company, 673; Perez, Capin & Company, 622; I. Kaffenburg & Sons, 555; Manuel Suarez, 512; Maximilian Stern, 459; Menendez & Company, 404; H. Upmann & Company, 365; Y. Pendas y Alvarez, 339; Ernest Ellinger & Company, 288; Mark A. Pollack, 266; Rodriguez, Mendez & Company, 257, and Jose Suarez & Company, 230 bales.

Oretaniv.

Late Crop in Lancaster County

Lancaster, Pa.

The seed beds of the growers who will engage in the cultivation of tobacco this year in Lancaster County are already made, but so late will be the plants that they cannot be set out in the fields until the first or second week of June. This means a late crop—one that will not be cut until September is well advanced, bringing the cutting season dangerously near the period of frost. This will cause many growers, timid because of the danger of having their crops destroyed by frost, to cut their tobacco before it is fully ripe, thereby materially lessening its value.

Surprise was occasioned in the local leaf tobacco trade last week by the sale of 700 cases of 1909 tobacco in a single lot, the goods being destined for foreign shipment out of New York. Tobacco of this grade has been stored for many years in the warehouses, causing heavy losses to the owners.

Until the sales of it began a few months ago, to agents of foreign governments for their soldiers, the product went begging at 6 and 7 cents a pound. Now offers of 10 to 11½ cents are being made for it, and some cannot be had at those figures, as much as 15 cents being demanded.

It is estimated that of the original 65,000 cases of the crop, less than 10,000 cases are left. So heavy have been the losses on this tobacco that during the last few years it has resulted in a number of packers going out of business.

Hickey Brothers Open Seventh Store

The opening recently in the Kneberg Building, Moline, Ill., of the latest cigar store of Hickey Brothers, the well-known cigarrists of Davenport, Ia., was quite an eventful occasion in local retail circles. The store which is No. 7 in the "Hickey Chain" is as modern as up-to-the-minute appointments can make it. A skilful arrangement of mahogany, plate glass and marble gives a decidedly inviting aspect. On the opening day, visitors started in the early morning and continued until midnight. It is estimated that about 10,000 persons visited the store. Ladies visiting the store were presented with roses as souvenirs. About 6000 roses were distributed. The business men of Moline voiced their approval by personal inspection and the sending of floral offerings Hickey Brothers have the cordial good wishes of the trade in their latest venture.

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS.

BEVERLY BAYNE:—39,669. For cigars and tobacco products. March 30, 1916. Jack Tobias, Chicago, Ill.
RITCO:—39,670. For cigars, cigarettes, cheroots, stogies and tobacco in all its forms. March 31, 1916. Rhode Island Tobacco Co., Providence, R. I.
VERDUN:—39,671. For cigars, cigarettes, cheroots and tobacco. March 21, 1916. American Lithographic Co., New York City.
COLONEL GEORGE ALLAN DODD:—39,672. For cigars, cigarettes, cheroots and tobacco. April 19, 1916. American Lithographic Co., New York City.
GENERAL GEORGE ALLAN DODD:—39,673. For cigars, cigarettes, cheroots and tobacco. April 19, 1916. American Lithographic Co., New York City.
INFATUATOR:—39,674. For cigars, cigarettes, cheroots and tobacco. April 14, 1916. American Lithographic Co., New York City.
C. & E. I.:—39,677. For all tobacco products. April 17, 1916. Nic Goodwin, Westville, Ill.
HARKERT'S TRIPLE BLEND:—39,678. For cigars. March 29, 1916. Harkert Cigar Co., Davenport, Iowa.
THE ORIGINAL NUT CLUB OF YORKVILLE:—39,679. For cigars. March 24, 1916. Anton Teschke, New York City.
HIGHWAY SPECIAL:—39,680. For cigars, cigarettes, tobacco and snuff. March 16, 1916. Galena Cigar Box Co., Galena, Ill.
HILLAIRE:—39,681. For cigars, cigarettes, cheroots and tobacco. April 14, 1916. American Lithographic Co., New York City.
ROYAL ZEST:—39,682. For cigars, cigarettes, cheroots and tobacco. Registered April 25, 1916. American Lithographic Co., New York City.
871:—39,683. For cigars, cigarettes and tobacco. April 25, 1916. Kaufman, Worms & Co., Queens, New York.
"THE CHAMP" "JIMMY SMITH":—39,684. For cigars, cheroots and cigarettes. April 26, 1916. Val de Oro Cigar Co., Inc., New York City.
DETROIT CORONAS:—39,685. For cigars, cigarettes and cheroots. April 21, 1916. Hochstein Bros., Milwaukee, Wis.
FAN-FAD:—39,686. For cigars, cigarettes and cheroots. April 24, 1916. A. Cerati, New York City.
S. N. T.:—39,687. For cigars. May 1, 1916. George J. Jung, Medford, Mass.
MAID:—39,688. For cigars, cigarettes, chewing and smoking tobacco. April 26, 1916. Heywood, Straser & Voigt Litho. Co., New York City.
RICHFELLOWS:—39,691. For cigars, cigarettes and tobacco. April 27, 1916. The Moehle Lithographic Co., Brooklyn, N. Y.
SIR ROGER CASEMENT:—39,692. For cigars, cigarettes and tobacco. April 27, 1916. The Moehle Lithographic Co., Brooklyn, N. Y.
TAPER TIPS:—39,693. For cigars, cigarettes, cheroots and tobacco. April 6, 1916. American Litho. Co., New York City.
SHORT BALLOT:—39,694. For cigars, cigarettes, cheroots and tobacco. April 6, 1916. American Litho. Co., New York City.
CLEAR BOARD:—39,695. For cigars. April 26, 1916. I. Kall Cigar Co., Binghamton, N. Y.
PATRICK H. PEARSE:—39,696. For all tobacco products. May 5, 1916. The Moehle Litho. Co., Brooklyn, N. Y.
THOMAS J. CLARK:—39,697. For all tobacco products. May 5, 1916. The Moehle Litho. Co., Brooklyn, N. Y.
JAMES CONNOLLY:—39,698. For all tobacco products. May 5, 1916. The Moehle Litho. Co., Brooklyn, N. Y.
THOMAS DONAGH:—39,699. For all tobacco products. May 5, 1916. The Moehle Litho. Co., Brooklyn, N. Y.

TRANSFERS.

BASRA:—34,017 (Tobacco Leaf). For cigarettes. Registered September 7, 1909, by The Royal Turkish Tobacco Co., New York City. Was transferred to A. N. Barson & Co., New York City, April 21, 1916.
NERECIDO:—22,613J. For cigars, cigarettes and cheroots. Registered May 26, 1900, by L. E. Neuman & Co., New York City. Was transferred to Theobald & Oppenheimer Co., New York City, April 21, 1916.
LA INFATUAR:—22,662 (Trade-Mark Record). For cigars and cigarettes. Registered May 5, 1900, by The Calvert Lithographing Co., Detroit, Mich. Was transferred to American Lithographic Co., New York City, April 7, 1916.
ELORA:—22,375J (The United Registration Bureau for the Tobacco Industries), and **No. 22,375** (U. S. Tobacco Journal). For cigars. Registered March 24, 1900, by Oscar C. Hene & Co., New York City. Was transferred to E. N. Schwarz & Co., March 29, 1916. Re-transferred to Ryan & Raphael Cigar Co., Chicago, Ill., April 26, 1916.
BRUTUS:—9812 (U. S. Tobacco Journal). For cigars. Registered July 13, 1888, by Fuchs & Kraus, New York City. Was transferred to E. M. Schwarz & Co., New York City, April 28, 1916.
LORD BEACONSFIELD:—9805 (U. S. Tobacco Journal). For cigars. Registered July 12, 1888, by Fuchs & Kraus, New York City. Was transferred to E. M. Schwarz & Co., New York City,

CANCELLATION.

LA CARDINA:—21,821 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered November 25, 1899, by American Lithographic Co., New York City.

"United" to Open More Stores

Just as fast as the realty department of the corporation can make the necessary arrangements, the United Cigar Stores Company will open 150 new stores in various parts of the country. This decision was reached at a meeting of the Board of Directors held recently. Owing to high realty values, no new stores were opened in 1913 and 1914, but the large cash surplus of the company at the present time, the largest in its history, caused the directors to decide in favor of expansion.

It also was decided to open soda fountains in connection with the stores in the South.

Compañía Litográfica De La Habana
Oficina Principal, San José No. 23. Habana, Cuba
Manufacturers of
FINEST QUALITY IMPORTED
Cigar Box Labels, Bands and Trimmings
Show Cards and Advertising Materials
GARRETT H. SMITH, 106 E. 19th St., New York
Sole Agent United States and Canada

Cork Tips Cork Bobbins
BOUCHER CORK & MACHINE COMPANY, Inc.
122-222 WEST 18TH STREET NEW YORK

A Fact The Perfect Humidifying System in your Sweat Room, is a benefit not only to Domestic Leaf, but to Sumatra, Havana and Porto Rico. We invite you to visit our Demonstrating Plant.
Builders of Perfect Sweat Rooms
THE PERFECT HUMIDIFYING CO.
Succeeding ELMER H. HOPE CO. 237 N. 4th St., PHILADELPHIA, PA.

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For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

For Sale.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 175 Water Street, New York.

A REAL CHANCE FOR A WORKING FACTORY

FOR SALE—The owners of a long-established high-grade cigar factory in First District of Pennsylvania, making five-cent and ten-cent brands with wide distribution, are desirous of selling same, owing to pressure of other interests. Will make a big sacrifice to responsible parties with sufficient capital to take hold of proposition. $20,000 needed. Triflers will receive no attention. Address in confidence, Box 26, "Tobacco World," 236 Chestnut Street, Philadelphia, Pa.

FOR SALE—Factory and equipment of "Eureka Cigar Factory", Reamstown, Lancaster County, Pa., established 1860. Splendid opportunity. For full particulars address The Lancaster Trust Company, Lancaster, Pa. Executors, Estate of John G. Root, Deceased.

Help Wanted.

LEAF TOBACCO SALESMAN—Covering Middle West and Southern territory, desiring good paying side line, write to Box 109, "Tobacco World."

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

Trade Jottings

The jobbing business of Sam Rosen has been taken over by the firm of Stewart & McDowell, Oil City, Pa. Mr. Rosen still continues his retail business.

The I. Lewis "John Ruskin" and the Lipschutz "44" cigars are handled by the jobbing house of Opler & Wilbert, located at 505 Michigan Street, Buffalo, N. Y.

W. H. Dickey is in charge of the cigar department of the Faxon & Gallagher Drug Company, Kansas City, Mo. Mr. Dickey was formerly identified with J. L. Hanly.

The C. H. Grashof Company, 20 Cortlandt Street, Rochester, N. Y., plan to introduce shortly to local trade a new nickel cigar, to be known as the "Sanchez Francisco."

David Fair a retired cigar retailer of Indianapolis, Ind., died in that city recently. Mr. Fair's business experience in the tobacco trade covered a period of twenty-four years.

S. Frieder & Son, Cincinnati, O., will hereafter concentrate their efforts on their Fourth and Sycamore and No. 5 Fountain Square stores, having closed their store in the Traction Building.

Twenty-five thousand "Fifty-Six" cigarettes with removable cork tips were received recently by Ehrman Brothers & Company, of San Francisco, Cal., from the Cado Company, the manufacturers.

W. G. Patterson, Birmingham, Ala., distributor of the "Muriel" cigar of the P. Lorillard Tobacco Company, was recently in receipt of a visit from W. W. Drewey, of the Lorillard Company, in the interests of the brand.

Daniel Frank & Company, Boston, having become the distributors for the "Royal" cigar (R. Steinecke Company), Fred Suss, of the latter company, has recently been going the rounds of the Boston suburbs doing missionary work on the brand.

A second cigar store and billiard parlor was recently opened in Anderson, Ind., by the S. D. Pierson Cigar Company. It is located on Columbus Avenue, right in the heart of the factory district. The company's main store in Anderson has just been attractively altered.

An excellent run on San Martin & Leon cigars is reported by Clarence Hirschorn & Company, Chicago, Ill. They are now located in their new quarters at 215 West Randolph Street, where they are in possession of attractive facilities for the handling of their business.

Sydney Cahen, of E. Regensburg & Sons, expects to render assistance shortly to the cigar department of the Minneapolis Drug Company, Minneapolis, Minn., in building up a demand for the "Admiration" cigar, which the latter company recently took on for distribution.

Liggett & Myers Tobacco Company announce that they will be represented in Southern Illinois by Jack La Source, Mr. La Source having been transferred by the company from St. Louis, Mo., where he acted in the capacity of head city salesman. He is succeeded at St. Louis by A. E. Wedner.

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Best Quality **Best Known**

EDEN

The Cigar Without a Peer

Calixto Lopez y Cia
Habana

New York Office— 257 Fourth Ave.

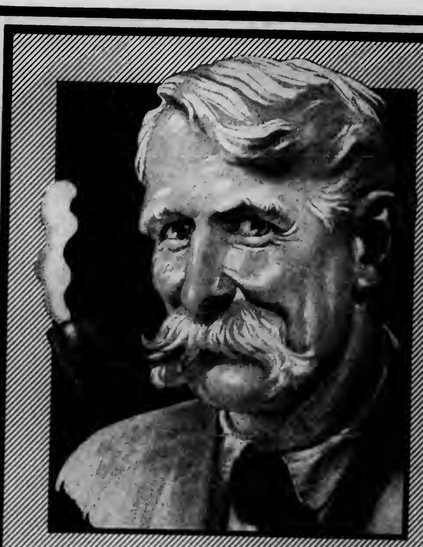
COPENHAGEN
Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

WEYMAN-BRUTON COMPANY
50 Union Square North New York, N. Y.



WORRY kills mo' men than bullets do. An' VELVET kills mo' worry than anything else I know of.
Velvet Joe.

BUT VELVET kills more worry for the dealer than it does even for the smoker. Just put some VELVET tins where folks can see them and you don't have to worry about *selling* VELVET. Because VELVET Joe is working for you day and night. He is making the smokers right in *your* vicinity want VELVET. The quality of the tobacco and Joe's cheerful face and sensible, kindly sayings keep VELVET on the move.

Liggett & Myers Tobacco Co.

10c Tins, 5c Metal-lined Bags
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OUR HIGH-GRADE NON-EVAPORATING
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Make tobacco mellow and smooth in character and impart a most palatable flavor
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CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS
90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
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170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
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WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
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SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

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OUR HIGH-GRADE NON-EVAPORATING
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Make tobacco mellow and smooth in character and impart a most palatable flavor
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A New Brand from Old Number 1.

Samples now ready for

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These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco, under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each.

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"La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

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The Man Who Smokes Them Says—

"It is the BEST CIGAR VALUE IN THE WORLD at 5c."

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John Ruskin Cigars are hand-made and the Havana tobacco used is the choicest grown. They're mild—Big and Fragrant,

Valuable Profit Sharing Voucher on the Band of Each John Ruskin Cigar.

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Largest Independent Cigar Factory in the World.

Brands may come and brands of nickel cigars may go.

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BOLD

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T. M. A. Convention Number

JUNE 1, 1916

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The Secretary's Report

Report of Committee on Resolutions

List of Delegates and Guests

Little Cigar Not a Cigarette

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881

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F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

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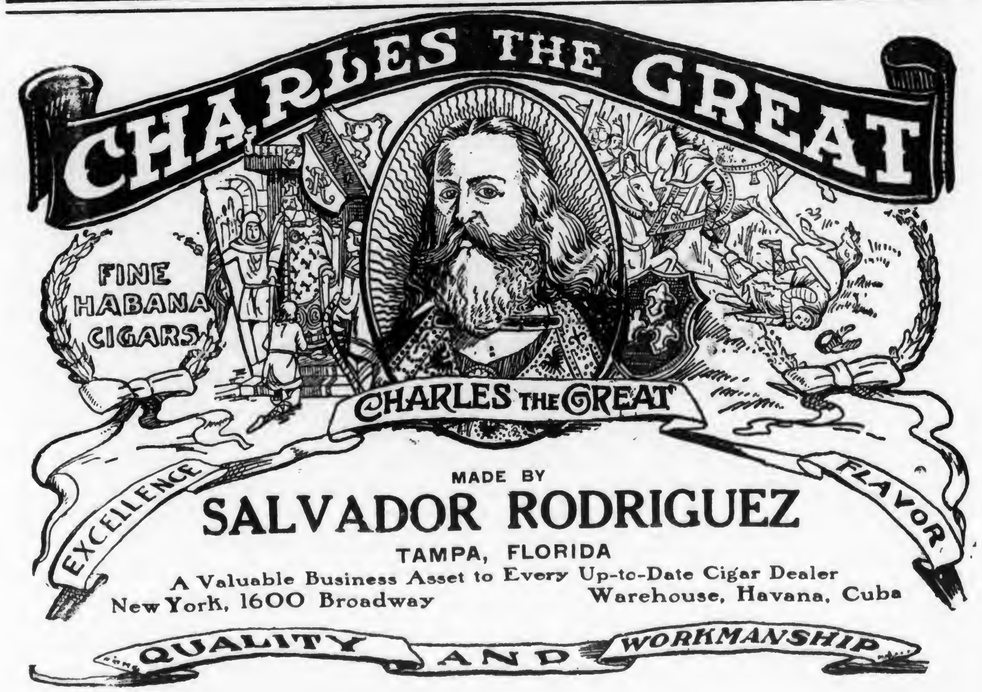

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A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba

QUALITY AND WORKMANSHIP

It's to Your Profit

to see that your "smokes" reach the consumer in perfect condition.

Why take chances of your cigars, stogies, chewing or smoking tobaccos losing any of their freshness and fine qualities?

HEEKIN CANS

will keep your product clean, fresh and mellow.

They are air-tight and are rapidly taking the place of wooden boxes because they are more economical and more attractive.

Lithographed in any colors, with any design.
Immediate shipments on all orders.
Samples upon request.

THE HEEKIN CAN CO.
CULVERT, SIXTH AND NEW STREETS
CINCINNATI, O.

"Heekin Can Since 1901"

Certain Jobbers Were Sure They Could Sell Our Stogies

And thereby not only enlarge their businesses, but materially increase their profits as well, and they did not hesitate a moment about connecting with us.

FAITH AND VISION

are wonderful things, but cold, hard **Facts** are still more wonderful.

"Columbus Dutch Tops" (retailing 2 for 5c.) and "Columbus 1492" (retailing 3 for 5c.) are stogie brands that are consistent in quality, with a blend that is "right". These are **Facts** that make our brands sell, repeat and duplicate.

The Jobber who thinks and uses his imagination will write at once to

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NEWARK, OHIO

Londres Grandes

The Juan F. Portuondo
CIGAR MFG. CO.
PHILADELPHIA

Darby & Joan Cigars

The VETERANO SIZE is the Finest All Habana Cigar ever made at **2 for 25c.** having that delicate Mildness and Fine Aroma Sought by Connoisseurs. Made only by

JOHN W. MERRIAM & CO.
101 Spring Street, New York
(MERRIAM CIGARS INC., SUCCESSOR)

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

TRADE MARK
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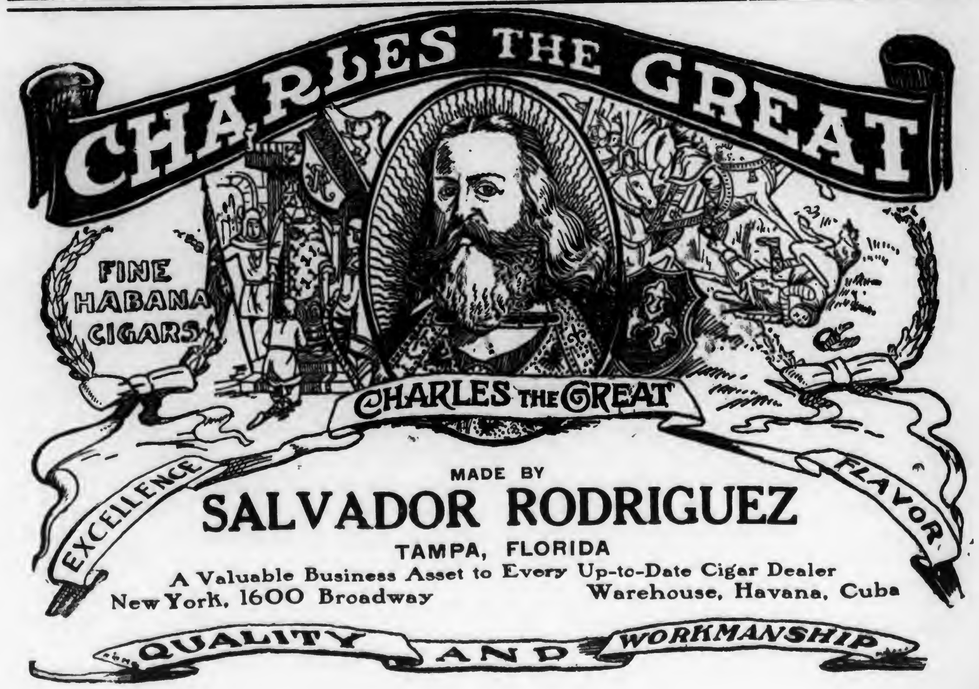


It's to Your Profit

to see that your "smokes" reach the consumer in perfect condition.

Why take chances of your cigars, stogies, chewing or smoking tobaccos losing any of their freshness and fine qualities?

HEEKIN CANS

will keep your product clean, fresh and mellow.

They are air-tight and are rapidly taking the place of wooden boxes because they are more economical and more attractive.

Lithographed in any colors, with any design.
Immediate shipments on all orders.
Samples upon request.

THE HEEKIN CAN CO.
CULVERT, SIXTH AND NEW STREETS
CINCINNATI, O.

"Heekin Can Since 1901"

Certain Jobbers Were Sure They Could Sell Our Stogies

And thereby not only enlarge their businesses, but materially increase their profits as well, and they did not hesitate a moment about connecting with us.

FAITH AND VISION

are wonderful things, but cold, hard **Facts** are still more wonderful.

"Columbus Dutch Tops" (retailing 2 for 5c.) and "Columbus 1492" (retailing 3 for 5c.) are stogie brands that are consistent in quality, with a blend that is "right". These are **Facts** that make our brands sell, repeat and duplicate.

The Jobber who thinks and uses his imagination will write at once to

COMMERCIAL CIGAR CO.
NEWARK, OHIO

Londres Grandes

The Juan F. Portuondo
CIGAR MFG. CO.
PHILADELPHIA

Darby & Joan Cigars

The VETERANO SIZE is the Finest All Habana Cigar ever made at **2 for 25c.** having that delicate Mildness and Fine Aroma Sought by Connoisseurs. Made only by

JOHN W. MERRIAM & CO.
101 Spring Street, New York
(MERRIAM CIGARS INC., SUCCESSOR)

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

INTENTIONAL 2ND EXPOSURE

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN
HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street - New York

Board of Trade Bldg., Montreal, Canada

SOL
HABANA

Behrens & Co.

Havana, Cuba

Estelle No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

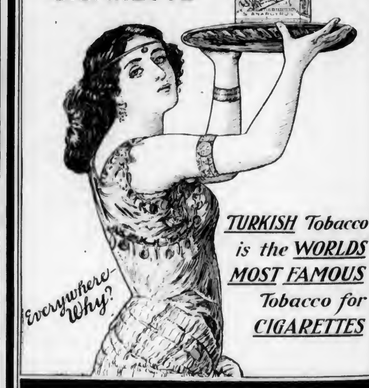
Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

MURAD

THE TURKISH CIGARETTE

15¢



TURKISH Tobacco is the WORLDS MOST FAMOUS Tobacco for CIGARETTES

Everywhere-Why?

(This is one of the Fatima "Sensible Cigarette" advertisements now appearing in magazines and newspapers)

There are other good cigarettes

In fact some other cigarette may just happen to hit your particular taste better than Fatimas.

That isn't strange in spite of Fatima's enormous popularity. A few men like a far stronger and heavier cigarette than Fatimas.

But if you would like a SENSIBLE cigarette—*cool* and friendly to your throat and tongue and without any "mean feeling" after a long day's smoking—*you should try Fatimas.*

Prove this for yourself today.

Fatimas are truly a SENSIBLE cigarette for you to smoke.

Liggett & Myers Tobacco Co.

FATIMA

THE TURKISH BLEND

A Sensible Cigarette

TO Manufacture a Cigar and Know that you are Putting the Very Best of Havana Tobacco in its Construction is a Great Satisfaction to the Builders and Gets the Approval of the Users. We Continue Manufacturing and Selling

LA SARAMITA

ADMIRAL, THE SIZE THAT SELLS

HAVANA CIGARS

With Broad Leaf of the Milder Quality for the Cover. Soon be a quarter of a Century since we started this Brand

The Shields-Wertheim Co. Cleveland, O.

Meet me at the Tuller

For Value, Service, Home Comfort

New **HOTEL TULLER**

Detroit, Michigan

Center of business on Grand Circus Park. Take Woodward car, get off at Adams Avenue

ABSOLUTELY FIREPROOF

200 Rooms, Private Bath, $1.50 Single, $2.50 Up Double
200 " " " 2.00 " 3.00 " "
100 " " " 2.50 " 4.00 " "
100 " " " 3.00 to 5.00 " 4.50 " "

Total 600 Outside Rooms
ALL ABSOLUTELY QUIET

Two Floors—Agents' Sample Rooms

New Unique Cafes and Cabaret Exellente

The World's Standard Cigar

EL OR DE TABACOS DE PARTAGAS Y Cª HABANA

The Real Independent Factory in Havana

Cifuentes, Pego y Ca.

Calle De La Industria, 172-174

HABANA, CUBA

General Agent for United States and Canada

ROBERT E. LANE

115 BROADWAY, NEW YORK

COPENHAGEN

Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

WEYMAN-BRUTON COMPANY

50 Union Square North New York, N. Y.

The Exceptional Cigar

BUSTILLO BROS. & DIAZ, Inc.

GENERAL OFFICES

267 Fourth Avenue New York City

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.

General Offices. PITTSBURGH, PA.

YEARS OF EXPERIENCE HAVE MADE

PUNCH

A Cigar with Hardly a Rival

MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba

AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

"LA MEGA" *MADE IN BOND*

HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP

V. Guerra, Diaz & Co., Tampa, Fla.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

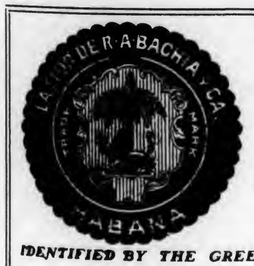
CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY



BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.

RICHMOND, VA.

10 Profits for You in ONE Sale

It Will Pay You To Push The Larger Tuxedo Packages

Every time you sell a 90c Glass Humidor of Tuxedo it is equal to making *ten separate sales* of 10c Tuxedo Tins!

You get a tenfold result with the *same time* and *effort*.

You increase your sales, multiply your profit, and make sure your customer doesn't buy nine-tenths of that tobacco somewhere else. Isn't that worth while?

Start right in today to see how many requests for 10c Tuxedo Tins you can change to Tuxedo *Quantity sales*.

Just tell your customers how much *time* and *bother* the quantity package will *save them*, and the extra *enjoyment* and *satisfaction* they will get out of it. A big percentage of them will see the point, and there's no way you can increase your sales so *fast* and so *easy*.

Tuxedo

The Perfect Tobacco for Pipe and Cigarette

The *number* and *variety* of Tuxedo Quantity Packings and their *attractive appearance* will help you a whole lot. Display these Tuxedo packings prominently where your customers cannot fail to *see them*. If a man doesn't want the big 90c Tuxedo Glass Humidor or 80c Tin Humidor, then suggest the 50c or 40c Packings. You'll be pretty sure to land him with *one* of these 4 handsome Packings of this popular tobacco.

The Tuxedo 90c Glass Humidor
The Tuxedo 50c Glass Humidor
The Tuxedo 80c Tin Humidor
The Tuxedo 40c Tin Humidor

Go to it *now*, and keep right at it—it's paying others and it will pay *you*.

THE AMERICAN TOBACCO COMPANY

Flor de San Martin & Leon

A Mild Havana Cigar Made-in-Bond

¶ These cigars are made in Tampa, Florida, from all imported tobaccos grown on our own Vuelta Abajo Plantations in Cuba.

¶ Our products are guaranteed genuine Havana cigars by ourselves and by the United States Government Bond Stamp.

San Martin & Leon Co.
TAMPA, FLORIDA

LIPSCHUTZ'S 44 CIGARS

"44" Cigar Co. Philadelphia

BAYUK BROTHERS

"HAVANA RIBBON"

FIVE CENT CIGAR
PHILADELPHIA

G. S. Nicholas & Co.
41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

1871 GATO 1871

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

DIAMOND JOE CIGAR FACTORY
ESTABLISHED 1850

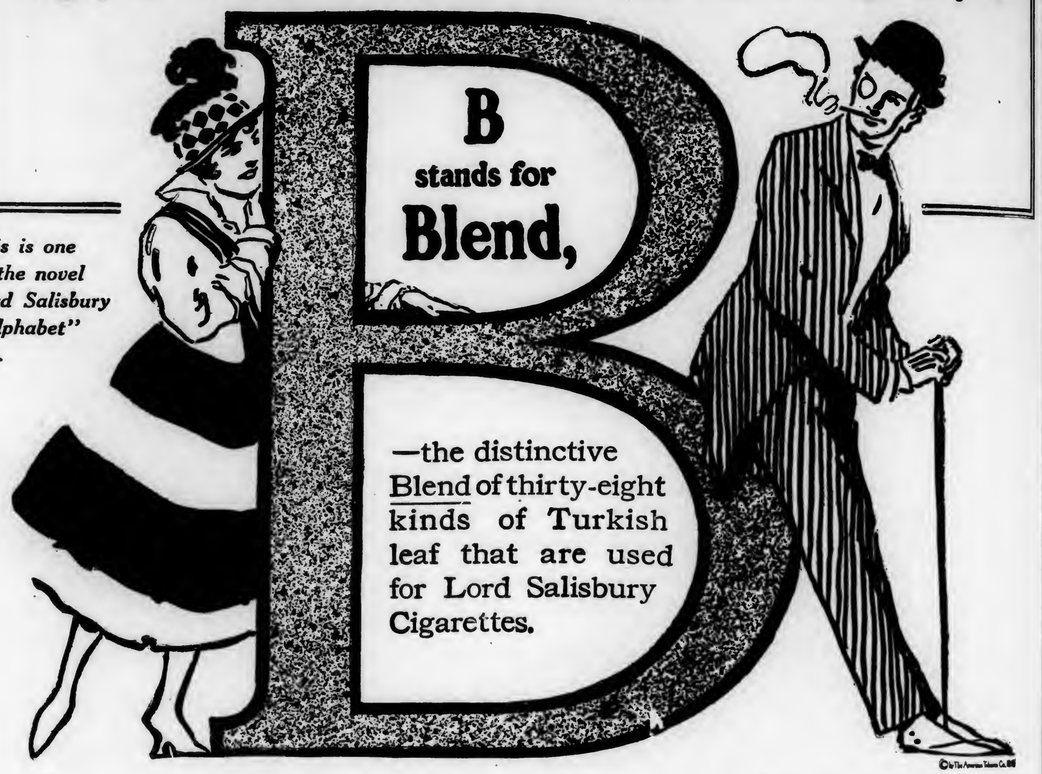
Charles Denby

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE
H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

B also stands for get Busy, Boost and Back up this live Lord Salisbury Advertising Campaign that is making a steady daily increase in Lord Salisbury sales. If you're not getting your full share of this new business, it's up to you.

This is one of the novel Lord Salisbury "Alphabet" ads.


B
stands for
Blend,
—the distinctive Blend of thirty-eight kinds of Turkish leaf that are used for Lord Salisbury Cigarettes.

Every cent you pay for Lord Salisbury buys Quality!

Doing away with Coupons, Premiums and Costly Boxes explains both the Quality and the double Quantity.

Lord Salisbury

100% PURE TURKISH CIGARETTES

20 for 15¢ which means TEN EXTRA

Buy a package if you're looking for proof.

THE AMERICAN TOBACCO COMPANY

Don't Judge Florida and Georgia

Tobacco By Other People's Packings

If you want to see a fancy packing of the 1915 crop of Florida and Georgia wrappers, that burns and tastes as good as any tobacco grown, superior in yield and colors

We Are Now Ready to Show Our 1915 Crop

Beautiful Light Colors and Perfect Burn
Good Quality Tremendous Yield

Samples Ready for Inspection at the Company's Office

AMERICAN SUMATRA TOBACCO COMPANY
142 WATER STREET, NEW YORK

A New Stimulator for the Cigar Business

"PREPAREDNESS"—a Study in Geography. Its Principles are: Education, Instruction & Interest instead of Chance.

¶ The arrangements of this new sales promoting device are such that the selling capacity of each Map will reach up to 700 five or ten cent cigars. We want to hear from manufacturers and jobbers only. Our proposition will be the means of helping you dispose of millions of Cigars. A new and novel Business Builder of unquestionable value.

¶ Write today and we will "Prepare" you for the newest sales idea in cigar history.

UNITED MAP COMPANY
395 Broadway, New York City

By Special Appointment To the Late King Edward VII

Philip Morris
The World's Oldest High-grade Turkish **Cigarettes**
Plain End or Cork-Tipped

"The Little Brown Box"

PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York

Flor de **Jeitles**
CLEAR HAVANA CIGAR
5¢
JEITLES & BLUMENTHAL, Ltd.
PHILADELPHIA.

A Favorite with the BEST Cigar Stores Restaurants Hotels and Clubs

Manufacturers
PEDRO CASTRO & CO., Tampa, Fla.
New York Distributers
LOUIS G. SMITH & CO., 52 Beaver Street

M. MELACHRINO & CO., Inc.
EGYPTIAN CIGARETTES
You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. / Capetown, South Africa · Calcutta, 10 Government Place / Alexandria, Rue Cherif Pacha · CAIRO, Head Office and Factory / Hamburg, 18-20 Grosse Backerstrasse
AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION
214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVI. PHILADELPHIA AND NEW YORK, JUNE 1, 1916. No. 11.

ALL BRANCHES OF VAST INDUSTRY BROUGHT TOGETHER AT FIRST ANNUAL CONVENTION OF THE TOBACCO MERCHANTS' ASSOCIATION

Gathering at National Capital Shows Great Promise—Two Hundred and Fifty Members of the Trade in Conference for Its Protection—Maintenance and Growth of Association Seems Assured—Traffic Department and Credit Information Bureau to Be Established.

MEMBERSHIP INCLUDES

78 Cigar Manufacturers	4 Stogie Manufacturers	26 Retail Tobacconists	6 Cigar Importers
12 Tobacco Manufacturers	2 Snuff Manufacturers	58 Leaf Tobacco Dealers	3 Importers and Exporters
9 Cigarette Manufacturers	52 Wholesale Tobacconists	58 Supply Houses	2 Cigar Dealers

CONTINGENT upon available funds the Tobacco Merchants' Association in the final session of their First Annual Convention held at the New Willard Hotel in Washington, D. C., May 29th and 30th, voted for the establishment of a Credit Information Bureau and a Traffic Department. With the inauguration of these bureaus the association will be greatly strengthened. They were urged by President Wertheim in his report which appears in part on another page.

That this association properly managed can achieve great benefits for the trade was the concensus of opinion. That it has aroused an unusual interest in matters which are pertinent to the tobacco industry was shown not only by the reports submitted but by the members participating in the convention.

In the brief period of six months the association has grown from an idea to a powerful organization binding together the tobacco industry in all its branches. For any part of the trade to prosper the industry itself must prosper and so the members have come to realize that the greater the benefits that can accrue to the trade as a whole the greater the benefits derived by the individual.

With the arrival of the Congressional Limited in Washington on Sunday evening, more than seventy-five members of the trade who were to attend the convention reached the city in time to rest after the trip from New York and to prepare for the strenuous activities of the convention on Monday.

Monday morning additional delegates arrived and by 10.30 A. M. fully one hundred and fifty persons were in the convention hall when George L. Storm, Chairman of the Convention Committee, tapped with his gavel to bring the convention to order.

In a brief speech the chairman introduced the Honorable Oliver P. Newman, president of the District of Columbia, who made the address of welcome. Reply was made by Charles Dushkind, who in a brief speech expressed the pleasure of the association in being able to come to Washington and thanked Mr. Newman for the welcome he had given.

President Jacob Wertheim then took the chair and made the president's address, which is printed in part on another page. Mr. Wertheim called attention to the need of a Credit Information Bureau, a Traffic Department, and additional revenue for the maintenance of the association's quarters and bureaus, as well as to care for the establishment of such bureaus as may be needed from time to time.

Attention was directed to the library and information bureau which is now installed in the association headquarters in Beekman Street; to the active services being performed by the Legislative Bureau; to the association's work in investigating alleged tobacco "cures"; to the efforts of the association in stamping out revenue frauds and box-stuffing.

The report presented by Charles Dushkind, secretary of the association, called attention to the fact that in its brief life the organization headquarters had already sent out more than 96,000 pieces of printed matter and that it was averaging about 75 letters a day in response to various inquiries relating to the tobacco industry.

Mr. Dushkind showed a comparison of the sums spent by various industries for the support of their organizations and made an earnest appeal for financial support for the Tobacco Merchants' Association.

The treasurer's report and financial statement which had been examined and attested to by certified public accountants was presented to the members in printed form. It showed a balance of $3508.29 on deposit. This sum it was explained would be considerably reduced by the expenses of the convention and banquet.

Prior to the adjournment for luncheon the following committees for the convention were announced by President Wertheim:

Committee on Resolutions: Asa Lemlein, chairman; Charles Schavrien, Alfred S. Rossin, William A. Hollingsworth and Nicholas Ehrlich.

Committee on Nominations: Jesse A. Block, chairman; Edward Wise, John Bagley, Charles Eisenlohr and D. Emil Klein.

Committee on Rules: James W. Buchner, chairman; Frederick S. Lucey, Herman Stearn, Morris Krinsky and Samuel Turner.

(Continued on Page 16)

LITTLE CIGAR NOT A CIGARETTE

Tobacco Production Company Wins Suit—Binders Established as Tobacco

IN the suit brought by the Government against the Tobacco Production Company, of New Milford, Conn., Judge Thomas, in the United States District Court, in New Haven, Conn., decided that the wrapper made for "little cigars" by the defendants was tobacco and not paper.

The Internal Revenue Commissioner in Washington having ruled that the wrapper of such "little cigars" was paper because part of the process of making was similar to that of paper making, and having declined to revoke his ruling upon application duly made therefor, a test case was prepared with the consent of the Commissioner and a state of facts was agreed upon between the United States Government and the Tobacco Production Company, and it was arranged that one hundred of these little cigars, wrapped with the product of the Tobacco Production Company, should be stamped at the seventy-five-cent rate and be seized by the Government and an action brought by the Federal District Attorney to condemn the little cigars so seized, which would bring up the question as to whether they were properly stamped or not. If the wrapper was tobacco, then they were properly stamped; if it was paper, then they were improperly stamped.

Prior to the Commissioner agreeing upon said state of facts, he sent Mr. Snyder, the head of the tobacco division, to the plant of the Tobacco Production Company, at New Milford, Conn., and thoroughly examined the process by which its product was made, and reported to the Commissioner. The result of this report was that one of the agreed facts in the statement was that the product of the Tobacco Production Company was purely and solely made from tobacco stems and their adhering tobacco without the use or introduction of any foreign ingredients of any kind.

The interesting process of manufacture of the wrappers of the little cigars was disclosed in the trial. The wrappers are made from tobacco leaf stems by a process similar to making paper from wood pulp, and there was considerable question among the revenue men and the tobacco men, as the law recognizes that all rolls of tobacco wrapped with tobacco are cigars and all rolls of tobacco wrapped in paper or any substance other than tobacco are cigarettes.

The internal revenue department recognized the product in question as tobacco for certain purposes, and it has been so recognized by the United States patent office, but the question had to be taken to court as to whether the New Milford Company's little cigars were wrapped in any substance other than tobacco.

The trial before Judge Thomas resulted in a decision that the wrapper of the Tobacco Production Company was tobacco and nothing else, and that the seventy-five-cent tax was proper, and he rendered judgment for the claimant of the property, to wit, the Tobacco Production Company.

It is thus established beyond a doubt and for all time that the product of the Tobacco Production Company is an absolutely pure result of tobacco and that the binders heretofore made are of the same character.

In his decision Judge Thomas more fully describes the process of making the wrappers. He says the tobacco stems and the adhering tobacco are softened by a sweating process and then run through a beating machine; the fine shreds are pumped on a cylinder connected with a suction box which draws up the water. The shreds are picked up by a felt belt and conveyed to a drier drum from which the substance passes to a juicing device through which the juices which have been drawn off and boiled are put back into the sheet. These sheets are cut into suitable sizes for binders and wrappers.

The judge says one must arrive at the conclusion that the little cigars are wrapped with tobacco and not with any other substance, and must be classed as cigars and not as cigarettes, and he directs judgment for the claimant.

Trade Jottings

L. B. McKitterick, president of M. Melachrino & Company, was a recent visitor to the Chicago headquarters of the company.

The Ryan & Raphael Cigar Company, Chicago, Ill., are introducing the "Lucius De Luxe" to the trade, in one size, styled the "Alhambra."

The Reynolds-Lindheim Cigar Company, Nashville, Tenn., have been appointed distributors of the "Ruy Lopez" cigars in the territory covered by Western Tennessee.

"Palma Villa," a five-cent product manufactured by the American Cigar Company, has been taken on for distribution by the E. B. Crabtree Company, Minneapolis, Minn.

"Hill's After Dinner" cigar, a broadleaf-wrapped product, is to be manufactured by Joseph J. Schaefer, of Dayton, O., for J. S. Hill & Company, located on Main Street, between Fifth and Sixth Streets, Cincinnati, O.

"Detroit Opera" cigars, a five-cent brand which has been on the market for twenty years, manufactured by the Northwest Cigar Company, Detroit, Mich., of which concern F. M. Roach is president, are declared to be enjoying excellent business at this time.

Max Alexander, of the Joseph P. Manning Company, Boston, Mass., left recently for a four weeks' trip to the White Mountains, where he plans to arrange for increased distribution among the New Hampshire hotels of the "El Roi-Tan" and "Admiration" cigars.

John Pember, Haigler, Neb., druggist also carries a cigar department, which is not only decidedly attractive, but is modern and practical in all respects as well. Mr. Haigler features high-class brands; his particular attention, however, being centered on the very popular "El Roi-Tan" cigar.

Desirous of increasing the distribution of the "Mozart" cigar, manufactured by E. M. Schwarz & Company, the Noyes Brothers & Cutler Company, Minneapolis, Minn., are mailing to those smokers known to be consumers of high-grade cigars, sample packages of "Mozart" cigars. Each package contains five "Mozarts."

Since acquiring the Regensburg "Admiration" cigar, which they handle in five sizes, the Morey Mercantile Company, Denver, Col., have been doing some excellent feature work on the brand. The best efforts of the company are being put forth to place the "Admiration" in all first-class stores in local and surrounding territory.

Philadelphia Notes

Terry & Duncan's stands at Willow Grove are featuring the Sanchez y Haya brand.

Victor Lopez has been giving an added impetus to the "Garcia Grande" brand throughout the trade.

The Acker Quality Shop, at Twelfth and Chestnut Streets, is featuring the "Monte Cristo" brand in five sizes.

Chester A. Lincoln, of P. Pohalski & Company, manufacturers of the "First Consul" and "Monte Cristo" brands, was in town recently.

L. M. Walters, the genial representative of Bobrow Brothers, is back at the factory after a strenuous trip in the interests of the "Bold" cigar.

"Stratford" cigars continue to hold a high place with the smokers of mild cigars. They are well placed throughout the city and enjoy a steady call everywhere.

The "Flor de Manuel" brand, manufactured by Allen R. Cressman's Sons, is growing in popularity and shows an increasing distribution. It is winning favor rapidly.

"Girard" week proved a good thing for that famous brand, manufactured by Antonio Roig & Langsdorf. The demand for that cigar has been appreciably felt at the factory.

"Philip Morris" cigarettes are to be brought to the attention of smokers again through the efforts of local representative William Cleveland, who is planning a campaign on the brand.

A quiet luncheon party noticed in a famous Second Street restaurant, consisted of Harry Bobrow, A. M. Schwartz, both of Bobrow Brothers; Ralph Levine, of H. Duys & Company; and I. M. Jacoby, of Meyer & Mendelsohn.

Jeitles & Blumenthal, Philadelphia, Pa., announce the appointment of Victor Pollak, who will cover Illinois, Indiana and Wisconsin for them. Mr. Pollak was formerly identified with the Chicago firm of J. & B. Moss for a number of years.

William T. Eisenlohr Joins Otto Eisenlohr & Brother, Inc.

THE Philadelphia tobacco trade extends a welcome to William T. Eisenlohr, a nephew of Charles J. and Louis H. Eisenlohr, of Otto Eisenlohr & Brother, Incorporated, who has removed from Indianapolis and has taken up his residence in this city. Mr. Eisenlohr comes to Philadelphia to join the above company, after fourteen years in Indianapolis in connection with the cigar business.

Mr. Eisenlohr will act as a general representative, looking particularly after the branch of the business connected with the distributing accounts of the company throughout the United States.

many luncheons and dinners by his friends who he was leaving that city.

Before leaving Indianapolis Mr. Eisenlohr was tendered

Fine Lots of Sumatra for Nickel Manufacturers

Ralph Levine, a well-known figure to Philadelphia cigar manufacturers, who spends his time in taking care of the trade with Sumatra leaf from the famous house of H. Duys & Company, stated to a representative of the "Tobacco World" recently, that his firm had on hand some splendid lots of Sumatra for the nickel cigar manufacturers, which is to be had at this time at prices quite reasonable. Mr. Levine has been executing some splendid orders for Philadelphia firms.

The house of H. Duys & Company never fails to get some of the choicest lots of Sumatra offered at the Amsterdam inscriptions, and through the untiring efforts of Mr. Levine, the Philadelphia manufacturers get an early opportunity to make their purchases for the ensuing year.

Plitt Cigar Company Buys Kohler Factory and Brands

The C. H. Plitt Cigar Company, long identified with the cigar manufacturing industry in York, Pa., has recently acquired the cigar factory of H. F. Kohler & Sons, at Bair Station, Pa. This purchase also includes the following brands: "Judge Shephard," "Spinoza," "Joe Neal," "Wm. T. Hall," "Kre Ole," "Great Father," "Geo. Stephenson," and "Heroic." These brands will hereafter be manufactured at the Plitt factory, in York.

The "Ledger Central" window, on Chestnut Street below Broad, recently had an attractive display on the famous "Velvet" brand of smoking tobacco. "Velvet Joe" was present and took things easy in a rocking chair, puffing meanwhile on his pipe stuffed with "Velvet."

"Silver Star" and "Parole" cigars are manufactured by Vogel & Wagner, 182 Main Street, Buffalo, N. Y.

IRREGULAR PAGINATION

T. M. A. CONVENTION

(*Continued from Page 13*)

When the delegates were called to order shortly after 2 P. M., President Wertheim introduced Herbert Kaufman, the editorial writer and former advertising man, to the convention.

Mr. Kaufman shot a broadside into the manufacturers who would censure advertising because it failed to "put across" a cigar, the quality of which did not live up to its advertised claims. The speaker laid sharp emphasis on the fact that a cigar must back up any claims made for it in the advertising, and that in order to maintain the sales on the brand after it is once established the quality and standards of it must be continued. He frowned on the suggestion that a cigar sometimes must be reduced in quality, owing to increased cost of raw materials in order to still sell it to the jobber and dealer at a profitable price. This in Mr. Kaufman's opinion was bad business and would lead to loss of sales.

Mr. Kaufman emphasized his belief in newspaper and magazine advertising and said that he favored the newspaper as the logical medium, because a campaign could be localized. You could cover a town, then a county, and then a State with the newspaper, and also could keep your advertising expenditures within your pocketbook, but with magazine advertising of a national character more territory than the average cigar manufacturer could get distribution in was covered.

The meeting was then opened for discussion and a number of manufacturers took advantage of the opportunity and asked Mr. Kaufman pertinent questions relative to the advertising of tobacco products.

O. J. Gude, of bill-board advertising fame, was the next speaker introduced. He did not miss the chance of taking exception to Mr. Kaufman's opinion as to newspapers being the best medium for the cigar manufacturer. Very naturally he found great merit in the bill-board. He emphasized the necessity of making a brand widely known and particularly called attention to the advertising of five-cent cigars, which have the greatest demand because the largest number of people can afford to smoke cigars of that price. He said the working man liked to "boss his nickel" just the same as the wealthier man liked to say what brand he wanted to spend his quarter or fifty cents for. The poor man was just as proud of being able to lay down his five cents and ask for the brand by name as the man who was spending more money for his smoke.

In closing Mr. Gude spoke with emotion regarding the power of organization and expressed the hope that the Tobacco Merchants' Association would continue to grow in strength and power. As an evidence of the power of organization he drew attention to the growth of the Associated Advertising Clubs which now has affiliations in many foreign countries and which organization is now known as the Associated Advertising Clubs of the World. He expressed the opinion that world-wide organization of business men would lead to a definite influence being brought to bear on international politics, and that through organization the entire world would be bound together to preserve peace.

One of the most interesting papers of the convention was presented by Henry M. Wise, of Wise & Lichtenstein, who discussed the question of trade-marks. Mr. Wise in a very able manner traced the use of trade-marks and called attention to the fact that the United States Patent Office had only about 3500 titles registered in relation to the cigar and tobacco industry, whereas the recently organized registration bureau of the Tobacco Merchants' Association, which is an amalgamation of the several trade paper registration bureaus, has more than 236,000 titles on file. He pointed out the advisability of having titles searched by this bureau. He urged that in coining titles every effort be made to avoid the use of a title or design which could be construed as an infringement on an already existing brand. Attention was directed to the sort of names that should be avoided in making application for the registration of titles and laid emphasis on the value of the coined word which did not infringe.

Of the utmost importance to manufacturers, said Mr. Wise, was the recent court decision, which held that a trade-mark was protected only in the territory in which it was distributed. He, therefore, urged that manufacturers should make every effort to get their brands distributed, and known nationally as soon as possible.

Dr. W. W. Garner, physiologist in charge of tobacco investigations in the United States Department of Agriculture, read a paper on improvements in the culture and handling of tobacco. Among the important points brought out were the sterilization of seed beds to prevent disease, the improvement in methods of growing, the development of better types of leaf, the advances made in curing the leaf and methods of handling the same. The paper was illustrated with interesting lantern slides, covering many of the features of tobacco culture.

E. G. Beinhart, assistant of tobacco investigations for the United States Department of Agriculture, next addressed the convention on the development of shade-grown tobacco. The rapid strides that have been made by shade-grown tobacco in the domestic manufacture of cigars during the past few years, made the subject one of more than passing interest to most of those present. The lecture was also illustrated with lantern slides showing the culture, care and development of the several shade-grown types.

Following this lecture the convention was adjourned until 10.30 A. M. Tuesday.

The Tuesday morning session was opened by President Wertheim, after which the floor was taken by Secretary Dushkind, who read a number of letters and telegrams from speakers and members of the association who were unable to attend the banquet or convention.

Carl Werner was then introduced and he presented a paper on the tobacco industry and the trade press. He pointed out their relations, showed how they linked arms, and traced their development. He emphasized the fact that the tobacco trade press today represents a higher standard than at any other time in the history of the industry. The address is printed in part on another page, and it is well worth the time of the reader to peruse it carefully.

A synopsis of a paper on the use of trade acceptances which will be printed and mailed to members, was then given by the author, Ernest F. DuBrul, A.M., Litt.M., M.L., LL.B. He pointed out that this form of paper would materially benefit both the buyer and seller and that it would have a greater flexibility than the ordinary note. He said that it would increase the business opportunities of the country and would at the same time offer a protection to creditors not heretofore accorded. By this method over-buying would be curtailed and the danger of failures reduced. Credit would not be stretched as the failure to meet trade acceptances would result in investigation and the buyer would not be able to get goods from half a dozen firms and continue to get in debt to them, as his standing would immediately become known. He said that business done today on thirty, sixty and ninety days, really means that a man can pay when he gets good and ready, and not before. By the use of trade acceptances a date of payment is immediately specified and the buyer is bound by it.

This was followed by the report of the nominating committee, which resulted in the election of the following members as directors of the association for the next three years:

*Rawlins D. Best.	*George L. Storm.
*Roger G. Sullivan.	*Joseph F. Cullman, Jr.
†Albert Breitung.	*Joseph Simon.
*W. H. Winstead.	*S. P. Coe.
*Howard Hazlett.	*Morris Kaplin.
*George P. Waidely.	†Angel L. Cuesta.
*Charles Fox.	†Julius Lichtenstein.

*Re-election. †New.

The executive committee was authorized to fill the remaining two vacancies in the board of directors.

The New Year Committee, better known as Committee on Resolutions, was the next on the program, and Asa Lemlein, chairman, told the family gathering just what the Tobacco Merchants' Association had resolved. The resolutions are printed on another page.

E. E. Kleiner, of E. Kleiner & Company, presented the following statement of the Committee on Resolutions, which was read to the convention by Chairman Lemlein:

"The attention of the manufacturers of cigars is directed to the fact that the revenue laws permit them to use 25 pounds of unstemmed or 15 pounds of stemmed tobacco to 1000 cigars, which means that every 100 cigars when delivered by the cigarmaker should weigh no more than 26 ounces.

"Any weight above that will create a shortage in their revenue account.

"Every manufacturer should strive not to overstep this limit, so that the many present excessive weights may not demoralize the industry."

Following the reading of the resolutions presented to the Committee on Resolutions, which included one calling for the establishment of a traffic bureau as suggested by President Wertheim in his address, it was moved and seconded that the executive committee be empowered to establish a credit information bureau, at such time as the funds of the association permit.

Prior to adjournment President Wertheim took the opportunity of paying a glowing tribute to C. Fred Crosby, former editor of "Tobacco," who was present, for the able assistance he had rendered in forming the Tobacco Merchants' Association.

The convention then adjourned.

Resolutions

The Committee on Resolutions presented the following resolutions, which were either adopted or referred to the executive committee:

Resolved that this association express its unmeasured gratitude to its distinguished president, Mr. Jacob Wertheim, for his work and activity in behalf of the association and for the able and impartial manner in which he has fulfilled the duties as president of this association, and be it further

Resolved that the executive committee be and hereby is authorized, empowered and directed to procure a suitable set of resolutions to be engrossed in proper fashion and to be presented to our president on behalf of the association.

Adopted.

Resolved that this association express its deep gratitude to its secretary and counsel, Mr. Charles Dushkind, for his untiring and incessant work and activity in behalf of the association, and for the able and efficient manner in which he has fulfilled his duties as secretary and counsel of this association; and be it further

Resolved that the executive committee be and hereby is authorized and empowered to procure a suitable set of resolutions to be engrossed in proper fashion and to be presented to our secretary and counsel on behalf of the association.

Adopted.

Resolved that the president's recommendation in regard to the establishment of a traffic department be and the same hereby is adopted and that the executive committee be and hereby is authorized and empowered to establish such department as soon as the association shall have sufficient funds available for that purpose.

Adopted.

Resolved that the resolution heretofore passed by the board of directors, favoring the passage of an Act of Congress legalizing the fixing and maintaining of resale prices of proprietary or trade-marked articles be and the same hereby is in all respects ratified, confirmed and approved; and be it further

Resolved that the Tobacco Merchants' Association, through its board of directors or executive committee take such steps as may be proper and needful in furtherance of the passage of such legislation.

Adopted.

Resolved that the Tobacco Merchants' Association earnestly protest against the unjust and unwarranted interference with our lawful trade with Holland resulting in considerable delay in the transmission of mail, bills of lading, price lists and memoranda of purchases of Sumatra tobacco at the regular inscriptions held in Amsterdam; and be it further

Resolved that this association through its board of directors or executive committee bring this matter before the State Department and take such steps as may be proper in the premises to secure the required relief.

(Introduced by Mr. S. H. Bijur.)

Adopted.

May 29, 1916.

Tobacco Merchants' Association of the United States.

Whereas there has been established in the British Embassy, Washington, D. C., what is known as the British Trade Department for the purpose of supervising exports of various American products, including leaf tobacco to neutral countries; the requirements of which department with reference to tobacco we recite briefly as follows:

On all shipments of leaf tobacco from American ports to neutral countries, particularly Scandinavian countries, it is required that invoices in duplicate or full memorandum in detail of each separate shipment showing class of goods, name of consignee and name of steamer or steamship line by which goods are shipped be sent to the British Trade Department at least two weeks in advance of sailing, with request for what the British please to term a "letter of assurance," which is nothing more or less than a permit to ship and without which none of the steamship lines or steamers will permit goods being put aboard. Furthermore, these shipments are subject at option of the British Consul in port of embarkment to a thorough examination by some British official through the process of uncasing and examination of contents of each hogshead or case, otherwise an X-ray examination, cost of which, plus cabling charges of the British Embassy relative to each application for permit must be borne by shipper. Aside from the humiliation of having to submit to British dictation and supervision here in our own ports covering shipments of strictly non-contraband goods by neutral consignors to neutral consignees in neutral countries, is extremely embarrassing as well as expensive, particularly when the issuance of these letters of assurance are frequently delayed past the date of intended sailing of steamer, and the goods left for weeks or perhaps months pending departure of next steamer, on

which perhaps a very much higher rate of freight plus storage charges in port, with dissatisfied customers, etc., must be contended with. Furthermore, the records of shipments sent to the British Embassy are retained in their office and may and no doubt will be used now or in the future by British dealers and exporters of leaf tobacco to the disadvantage of American exporters. Through the solicitation of the signers of this paper Senator Ollie M. James has shown much interest and devoted his efforts in our behalf, but unfortunately without result so far.

We, therefore, pray the co-operation of this honorable body in appointing a committee to draft a suitable resolution of protest against these unjust and unwarranted restrictions by the British Government on the free exercise of our rights as neutral traders with neutral countries in non-contraband goods.

Very respectfully,
G. O. Tuck & Co.,
By G. O. Tuck.

Louisville Tobacco Wh. Co.,
By Laban Phelps, Manager.
Louisville Tobacco Board of Trade,
By Laban Phelps and G. O. Tuck, Delegates.

Adopted.

Whereas the Salesmen's Association was the first among the existing organizations in the trade to appreciate the plan and scope of this association and to come forward in a body with an unanimous vote of confidence and a request for affiliation; and

Whereas the efforts of the Salesmen's Association of America to raise the standard of salesmanship in the trade and to promote the spirit of loyal efficiency on the part of its members toward the houses that they represent should have the cordial approval and endorsement of this association; and

Whereas the president has made the following remarks in his annual address, to wit:

"This association has recently established an employment bureau to provide salesmen with suitable positions and to furnish the industry with competent salesmen. As I am informed, the association is most searching in its investigations into the character and ability of applicants for positions in order that they might be able to furnish the right men to the right employers. I must say that an association that has undertaken to thus serve the trade should receive all the support and co-operation that our members can consistently extend it. It would indeed encourage them much if our members would call on them for such salesmen as they may need from time to time."

Now, therefore, be it

Resolved that the view thus expressed by the president be and the same hereby are fully approved.

Adopted.

Resolved that in addition to other existing standing committees the Tobacco Merchants' Association have a standing committee on Turkish and Macedonia leaf tobacco to be appointed by the president by and with the consent of the executive committee.

(Introduced by J. E. Landau, of M. L. Herzog & Co.)

Referred to the executive committee.

Resolved that the Tobacco Merchants' Association support and urge the passage of the bill introduced by Senator Simmons, No. S. 5987, providing, among other things, that agents or salesmen of manufacturers or wholesale dealers in tobacco selling their products only to other dealers either by order or direct delivery shall not be construed as peddlers.

Be it further Resolved that the Tobacco Merchants' Association take all proper steps that may be necessary in furtherance of the passage of this bill.

Referred to the executive committee.

Banquet

THE word "Banquet" is derived from the following:

Souvenirs

T. M. A. Watch Fobs T. M. A. Ash Trays

Menu

Martini—Grape Fruit Maraschino
Consomme Printanier Royale
Radishes Olives Salted Nuts
Medaillon of Bass, Saute Meuniere
Filet of Beef, Rennaissance
Green Peas Potatoes Parisienne
Roast Milkfed Squab Chicken
Candied Sweet Potatoes Bird's Nest Salad
Mousse of Strawberries—Fancy Cakes
Coffee Wine Mineral Water
Cigars, Cigarettes

Toastmaster, Hon. Henry M. Goldfogle

Speakers: Senator Duncan U. Fletcher, of Florida; Representative James R. Mann, of Illinois; Herbert Kaufman, Esq.; R. Goodwin Rhett, president, United States Chamber of Commerce; Representative Michael F. Farley, of New York; Ellis C. Johnson, Bureau of Internal Revenue.

The above layout constitutes a "regular" banquet so far as has been established by precedent. President Wertheim appropriately decorated the toastmaster and the toastmaster in turn did the right thing by those he introduced.

Promptly at nine o'clock the ladies were ushered into the balcony and the scene was set for the mental activities. Up to this time they had been purely gastronomic.

The Honorable Duncan U. Fletcher was the first speaker allowed to express his opinion of the tobacco industry. He mentioned among other things that he found the price of cigars in the United States in proportion to the quality lower than in either South America or Europe. He said that he believed the convention was a good idea, but offered the advice that there was a distinct difference between talk and accomplishment.

Minority leader of the House, Representative James A. Mann, of Illinois, explained to the guests that the reason the tobacco industry was so frequently put up as a mark when revenue was needed was because its assets were easy to get at.

Judge Goldfogle introduced Herbert Kaufman as "the distinguished epigramatist philosopher," and he proceeded to prove that the title was not an unjust one.

These as just a few of the thoughts that Mr. Kaufman presented:

"This is a century of speed; a rapid transit of thought, and every employer who lags behind is doomed to defeat. If you want to keep earning you want to keep learning. Every time the clock ticks, the other fellow is finding a new way to do an old thing. Friendship is an obsolete term where merit is a factor. There is no profit in any deal that kills a customer. The accomplishment of an extraordinary job is an ordinary event today. We are short, however, of office boys. We lack men who can do a little job in a big way."

R. Goodwin Rhett, president of the United States Chamber of Commerce, put in a good word for organization, and the advantages that accrue to the American business man as a result of it.

Representative Michael F. Farley, of New York, said that "beer, whiskey and cigars are the great 'trinity' which runs the United States Government." These are the only voluntary taxes paid in the United States, he said.

Ellis C. Johnson, representing the Internal Revenue Department, welcomed the delegates and complimented the tobacco industry on the promptness with which it pays its taxes.

At the opening of the banquet Secretary Dushkind read a letter from secretary to the President, Joseph Tumulty, in which was expressed President Wilson's regrets that he was unable to accept the association's invitation to be present.

Trade Jottings

F. H. Beltz, Schwencksville, Pa., is having an addition built to his cigar factory at that place.

The Walker Tobacco Store, Liberty Street, Cumberland, Md., has been purchased by Joseph Stapleton.

Construction will soon begin on the new cigar factory to be erected at Newberrytown, Pa., for the John C. Herman Company.

Increasing business on the "Boston Post" and "Casha" cigars, new brands which they are now featuring, is reported by the Walker-Rintels Company, of Boston, Mass.

The Fleck Cigar Company, Limited, is to erect a five-story factory building on the site now occupied by the old Deppen Brewing Company's property which they purchased recently.

The Mooney-Mueller-Ward Company, Indianapolis, Ind., were recently in receipt of a visit from S. R. Moss, of the firm of S. R. Moss Cigar Company, manufacturers, Lancaster, Pa.

Damage estimated at $1500 was suffered recently by the plant of the Axton-Fisher Tobacco Company, 811 South Twentieth Street, Louisville, N. Y., due to fire resulting from sparks from a motor.

"Royal" cigars, composed of all Havana filler, bearing Connecticut shade-grown wrappers, and manufactured by the R. Steinicke Company, New York, are being featured by Arthur R. Magee, jobber, Providence, R. I.

Certificate of incorporation has been filed by the Zipser Cigar Company, Incorporated, Brooklyn, N. Y. Stated capital, $5000. The incorporators at Frank L. Camardella and S. Zipser, 1339 St. John's Place, Brooklyn, N. Y.

E. Gottlieb, A. Kunken, and L. C. Marden, 1774 Lexington Avenue, New York City, are named as the incorporators of the Merchants' Tobacco Company, Incorporated, recently incorporated with a capital of $5000.

"Alexander Humboldt" cigars have been taken on for distribution by the Harnit-Hewitt Company, Toledo, O. They have been having the assistance of Val. G. Keough, of the Preferred-Havana Tobacco Company, who has been doing introductory work on the cigar.

Convention Notes

If Dr. Garner had delivered his paper in competition with a steam calliope he would have been badly worsted.

Morris D. Neumann's reminiscences of the cigar trade were interesting features of the informal gatherings in the lobby between sessions.

As Mr. Kaufman said not only did the lions and lambs sit down together at the banquet, but the trade paper editors so far forgot themselves as to speak to each other.

The dry members of the party who took the automobile tour on Tuesday afternoon, had a very wet time during most of the ride. The water supply seemed unlimited.

There is a strong probability that the manufacturers of machinery for the tobacco industry will organize and become affiliated with the Tobacco Merchants' Association.

Assistant Secretary William Ingram was one of the busiest men at the convention. But despite the strain to which he was subjected he always had a pleasant smile and a cheerful answer for everyone.

The reference in the president's address to the Salesmen's Association received the heartiest applause of any part of the paper. After that Robert E. Lane and Oscar Veit carried smiles that wouldn't come off.

Charles Eisenlohr, Samuel Bayuk, Morris D. Neumann, Joseph Gallagher, Harry Bremer, John R. Young, Harvey Hirst, Isaac Lavenson, Bernard Liberman and J. Roy Vetterlein were among the Philadelphians noticed at the banquet.

Significant of the unity which the Tobacco Merchants' Association represents in the cigar trade were the "Romeo & Julieta" and "La Corona" cigars, which were tied together with a white ribbon and laid beside the plates of each banquet guest.

An interesting souvenir, presented by Secretary Dushkind, was the original charter of the National Cigar and Tobacco Merchants' Association of the United States, which was incorporated in 1899. Mr. Dushkind said that Samuel Harris presented it to the association on terms of "unconditional surrender."

President Wertheim in delivering his address had to compete first with a band playing in the parade of a Wild West Show, and when it was concluded that honors were even the parade manager pulled a steam calliope into action. Mr. Wertheim gracefully took the count, but announced that he would get the address out of his system if it took the rest of the day. He succeeded in doing it in the first session.

Beaver Cigar Company Opens in Newark

With the prospect of employing one hundred hands shortly, the Beaver Cigar Company, recently organized for the purpose of manufacturing cigars, started actual work at Newark, N. J., during the past week. The officers of the company, capital of which is listed at $5000, are David Ferschwigner, president; John O. Totten, vice-president; H. Murray, treasurer; and Joe Werling, secretary. The Beaver Company will manufacture the "Flower of Cuba," to retail at ten cents, and the "Thirty-three" to retail at five cents.

Secretary's Report to T. M. A. Convention

The president has already reported to you in detail as to the state of the association, its achievements and its activities. My report therefore must necessarily be brief. As to the account of my own activities as secretary and counsel of the association it is sufficient to invite your attention to this magnificent assemblage of over two hundred of the captains of our industry representing every branch of the tobacco business and coming from every part of the United States as the result of six months of incessant and untiring efforts.

To me the success of this association seems like the realization of a beautiful dream, for although I started the movement to organize this association with a great deal of faith and with a strong determination to succeed I had never hoped to be able to arouse the enthusiasm of the entire industry all over the country as is manifested by this convention.

I had never expected that the tobacco industry, disorganized, as it was, and pervaded, as it has been for many years, with an atmosphere of suspicion, antagonism, personal hostility and violent competition would respond so quickly, so heartily and so warmly to the call that we issued only last September for the formation of a National trade organization that would bring together the big concern and the little concern, the grower and the leaf dealer, the manufacturer and the retailer and those who furnish the industry with supply products, as well, in order that they might all work hand in hand for the promotion of the welfare of the entire industry.

We not only have such an association now, but the very presence at this convention of delegates from at least thirty States of the Union representing every branch and every element of our industry shows the magnitude and the popularity that the association has already attained.

It is entirely unnecessary to report to you in detail the kind of work or the volume of work that was required to bring this association to this high point of success and achievement. The result speaks for itself and business men usually measure the value of one's activities by the results that he accomplishes. To give you just a little idea as to the labor that I was called upon to perform, I may just say that in the six months' time since the formation of this association we have sent out not less than 96,000 pieces of printed matter; that our ordinary correspondence runs up now to an average of about 75 letters a day, and that very frequently indeed you will find the offices of the Tobacco Merchants' Association open until ten or eleven o'clock at night, also on Sundays and holidays, with the entire staff busily engaged in the work of the association.

It is needless for me to tell you what a sacrifice I have made in building this association. I know you will all appreciate what it means to carry on a movement of this character and to manage an association of this magnitude. But I am not complaining, for I feel that I am more than sufficiently rewarded by the confidence and the co-operation that I have enjoyed, by the many friends that I have gained while engaged in this work, and by the glory that I am justly entitled to as the proud organizer of this association.

But, gentlemen, the future of this association rests with you. If you desire to maintain this association as a real live and active organization you must supply it with the necessary funds.

An association must be either active or inactive, that is, it must either be a live organization carried on in business-like fashion and maintain an office and employ a competent staff, charged with the duty to watch, observe, investigate, and study situations and problems as they arise from time to time and who shall be ready at all times to render such services and perform such functions as the interest of the industry may require; or it may be a mere artificial organization that exists only on paper.

There was a time when the major part of the tobacco industry was controlled by one concern and it was naturally incumbent upon that concern, for the protection of its own interest, to look out for the very things that properly come within the functions to be performed by an active trade organization. But the situation has been changed. The tobacco people can no longer expect any one concern to look out for the welfare of the entire industry, at its own expense. The industry should therefore maintain a well equipped trade organization that should be able to speak and act for the entire industry. An industry that is subject to all sorts of attacks and hostile movements of a public nature, as the tobacco industry is, must have a national trade organization capable of defending and protecting its interests.

Recognizing the necessity of an active trade organization as a useful and beneficial institution, it is essential that we maintain it on a scale that should be big enough to be able to perform the functions and render the services that the industry may require from time to time, remembering always that the very usefulness of the association, its power and its influence, and its ability to produce beneficial results must necessarily depend upon its size, its strength and its facilities to do things. On the other hand an organization without the necessary machinery to do things will soon be reduced to one of the ordinary artificial organizations sometimes called paper organizations. Without means to build a big organization and to maintain it as a live institution, it will have no influence and no power and it must fail in the very objects that it is intended for.

It must also be remembered that for an organization of this character to be powerful and influential it must not only be big but it must be well known throughout the country. It must not only be recognized as an important factor in the industry, but the public authorities with whom an association of this character may have frequent occasion to deal, should be persuaded to recognize the association as an influential power.

If we are to have such machinery in the tobacco industry let us have one that should be adequate and efficient and always ready for action. Let us therefore maintain this organization and supply it with the necessary funds to continue its activities. Let us keep up as an institution capable of performing all the functions usually performed by the big trade organizations existing in other industries.

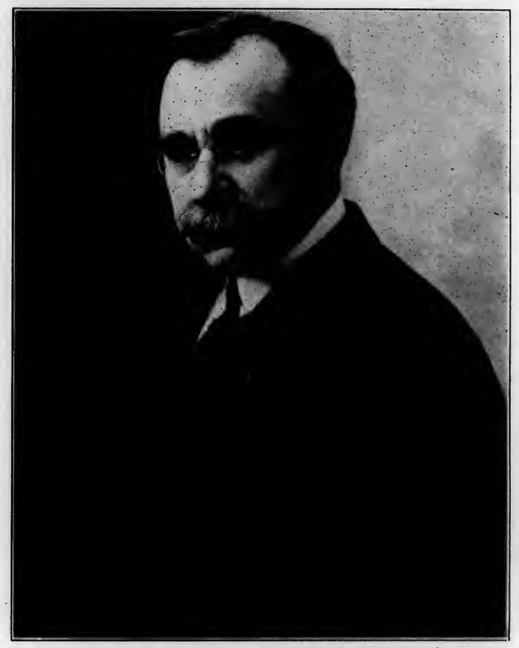
The financial report herewith submitted shows that after we shall be through paying the expense of this convention we will not have enough funds left to keep up another month, for such an association cannot be maintained on $15,000 a year.

The Portland Cement Industry maintains a trade organization at the expense of $80,000 a year; the silk trade carries on an association at $37,000 a year; the wholesale grocers are contributing $50,000 a year to run their association; the jewelers spend not less that $150,000 a year for their Jewelers' Board of Trade; the National Manufacturers Association operates on a basis of $216,000 a year and should not the tobacco industry, with its $700,000,000 business a year spend at least the modest sum of $25,000 or $30,000 a year to keep up a live trade organization?

Gentlemen, we have erected this magnificent structure and it is for you to determine whether this structure shall be properly and sufficiently financed in order that it might be maintained in a manner commensurate with the needs of the industry, or shall it be permitted to collapse? A trade organization is not like a business institution. You may run a plant with a thousand employees, or you may run a little factory with ten workmen; you may employ one hundred salesmen to sell your goods or you may employ only one salesman; you may spend a million dollars for advertising or you may try to sell your goods without any advertising. But a trade organization must either be active, and to be active it must render all the services that the industry may require, or it must be a mere paper or artificial organization. It cannot be half dead and half alive. If, for example, we are advised that a meeting of a railroad committee is to be held in Atlantic City for the purpose of considering as to whether the cigar manufacturing branch of the industry shall be permitted to ship cigars in fibre-board boxes and thereby save hundreds of thousands of dollars a year, shall we say to the cigar manufacturers that we cannot attend that hearing because we have no funds, or that we cannot print the necessary circulars or briefs because the condition of our treasury would not permit such an expense? Or if, for example, we should be advised that something of serious importance is about to occur at some legislative committee and it requires taking a trip or sending a circular to the industry should we say that we are unable to do that because for lack of money? You can readily understand that such policy would at once reduce the association to a mere artificial organization that has no power and can do nothing and can accomplish nothing except on paper.

I therefore must earnestly appeal for your financial support of this organization. We must have not only an increased membership but in order to maintain this organization in proper fashion it is essential that our members pay an adequate amount of dues. I have purposely refrained from publishing the amount of dues paid by some of our members for I know that it would not only be painfully amusing to you to see that some concerns, whose businesses run into the millions, have enrolled themselves at paltry little sums per annum, but that these very concerns would feel themselves exceedingly humiliated to see their names in print with the little contributions that they have subscribed for to support an organization of this character. I know it would shock you to learn, for instance, that a manufacturer of one of the standard brands of imported cigars has sent us in an application with annual dues of $3 after the Tobacco Merchants' Association has spent in the neighborhood of $250 to detect, prosecute and convict the man who had been refilling their boxes with counterfeit cigars. And so you will find supply houses whose receipts from the tobacco industry runs into the millions contributing but small sums of money. As I said, we must have more members which is of course essential. But no matter how many more members we shall succeed in enrolling, this association will not have sufficient financial support unless our present membership shall contribute adequately, for while we may build up a membership of thousands we cannot hope to secure any substantial funds from small concerns. We have today on our membership rolls the very biggest concerns of the industry, and if this institution is beneficial to the industry, the big and substantial concerns must realize that the responsibility of supporting this institution rests with them.

This association is strictly an independent organization, and I use the word "independent" in the sense that it belongs to no faction, it supports no elements, it favors no class, and it represents no special interests. Its aim is the welfare of the tobacco industry. Its masters are and will continue to be all the desirable members of the tobacco industry who may choose to join it. Its field of operation is the entire country. It has no axes to grind and it keeps itself, and will continue to keep itself, severely apart from any and all movements arising out of factional antagonism or inspired by selfish motives.



Charles J. Dushkind, Esq., the able Secretary and Counsel of the Tobacco Merchants' Association

Secretary's Schedule—Membership and Resources

On November 8th this body came into being with 30 members. Their contributions aggregated $9050. To the time of writing, we have enrolled 321 members, including affiliated organization whose contributions total $16,189, of which $15,710 has been collected. Classification and analysis of our membership follows:

We have 52 wholesale tobacconists; 76 cigar manufacturers; 26 retail tobacconists; 12 tobacco manufacturers; 2 cigar dealers; 58 leaf tobacco dealers; 9 cigarette manufacturers; 3 importers and exporters; 6 cigar importers and wholesale tobacconists; 4 stogie manufacturers; 2 snuff manufacturers; 4 miscellaneous, and 58 supply houses.

Geographically This Membership Represents

One hundred and fifty-eight members in New York; 2 in California; 4 in Connecticut; 1 in District of Columbia; 4 in Florida; 19 in Illinois; 2 in Indiana; 2 in Iowa; 1 in Kansas; 6 in Kentucky; 2 in Louisiana; 13 in Maryland; 4 in Massachusetts; 6 in Michigan; 4 in Minnesota; 1 in Mississippi; 3 in Missouri; 2 in Montana; 1 in New Hampshire; 5 in New Jersey; 2 in North Carolina; 21 in Ohio; 29 in Pennsylvania; 1 in Porto Rico; 1 in Rhode Island; 1 in Texas; 2 in Vermont; 9 in Virginia; 3 in West Virginia; 3 in Wisconsin; or a total of 30 States.

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HOBART BISHOP HANKINS ..... Advertising Manager

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TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES.

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RAWLINS D. BEST, Covington, Ky. ..... Secretary-Treasurer

The suggestion that the time is rapidly approaching when radical changes will have to be made in either the shapes or prices of cigars, due to the increasing cost of production, leads to the presumption that the ultimate consumer will have to bear the burden. There is no denying the constantly increasing burden on the manufacturers. Practically every other commodity has become more expensive for the consumer, "due to the war," and it is only reasonable to suppose that the cigar and tobacco industry is affected much the same as other industries.

Production Costs

With the hot weather that is sure to come, many a smoker will drop into a convenient retail store looking for a cooling glass of water. The live dealer will be prepared for this. The regular customers will appreciate the thoughtfulness, and it will link up a friendly feeling with the stranger. After a refreshing glass of water a cigar tastes better. There is the electric fan which has stood in the corner during the winter months. It is time to put it in shape, or, if you have none, to buy one. Make your shop a cool, pleasant place for business.

Summer Hints

Brighten up your shop with paint and varnish and keep your windows clean and attractive. Change your displays often. Get a line on the timely goods and advertise them to your customers.

After hours take a few minutes to read the trade papers. Keep posted. Be able to give your customers accurate information.

Service is the keynote of progressive dealers. The customer is mindful of the little things that you may think don't count. Service is the dividing line between the stores which are pushing forward and those which are dropping back. Keep yours in the vanguard.

* * *

No doubt there were many who attended the convention of the Tobacco Merchants' Association with a feeling of doubt, curiosity and secret hope. Doubt as to the feasibility of such an organization, curiosity as to its finances and backers, and withal a secret hope that it would live and flourish and prove a great benefit to the trade it represents. Now no one could have spent two days among those men gathered at the convention and come away with any doubt of the feasibility of its success. The attendance was representative and there was the friendliest of feeling exhibited on all sides, and a spirit of co-operation and loyalty permeating the atmosphere of the entire convention.

Not Found Wanting

As to its finances and backers, both the president and secretary made that very plain in their appeals for funds to establish new departments. The treasurer's report showed that the present balance was insufficient to carry on the organization with its present expenses and that the backers of the Tobacco Merchants' Association were the members, and that when they ceased to "back" the Tobacco Merchants' Association would cease to go ahead. It was very clear that the Tobacco Merchants' Association was neither organized for or by any interest or set of interests other than those of tobacco industry as a whole. Every indication pointed to the proper financial support of the Tobacco Merchants' Association and that it would be able to continue its splendid work.

The secret hope for the success of the association was, we believe, realized. Good fellowship reigned supreme. Every one met as friend to friend, and quarrels and jealousies, if there were any, were quickly forgotten in the absorbing problems of trade betterment. The vast good that can come from an organization embracing all branches of the trade was soon felt and realized. After all it was a glorious chance for education. One branch of the trade had an opportunity to find out that some branches besides their own had a few problems to solve.

So every one of us came away with new friendships, new viewpoints and new inspirations.

President's Address to T. M. A. Convention

IT is with genuine satisfaction that I now have the honor to submit to you and through you to the entire tobacco industry my first annual report of the Tobacco Merchants' Association of the United States. Strictly speaking, this is not an annual report, for the association has been in existence only a little over six months. But the wonderful progress that the association has made and the important achievements that it has attained, not only as regards its upbuilding, but also as regards its activities in dealing with matters of vital interest to our industry, during that brief period, as I shall endeavor to demonstrate, may well serve as a reason for using the term annual.

The formation and growth of this association in the short period of six months to its present proportions as is demonstrated by the magnitude of this assemblage is indeed wonderful. Our industry having just passed through a long era of conflict, bitterness and antagonism, who would have thought it possible to bring together the hostile forces into one association where they shall all work in harmony and unison for the general welfare of the industry, where all bitterness, jealousies and feeling of personal hostility shall give way to the friendly relations and good fellowship that should exist among those engaged in a common pursuit. An association where business rivals and conflicting interests shall unite and concentrate their efforts in fighting every trade evil that is common to all and in working for every trade advantage that may benefit all.

But the impossible has actually happened. Such an organization does not only really now exist but the warm and enthusiastic support that it has received from all branches of the industry and from all parts of the country, as is manifested by its immense growth in the short time since it has been brought into life, shows that our industry needed such an institution; it shows that the time has come when all conflict of the past should be forgotten and a trade organization conducted in real domestic fashion should be maintained for the good of the entire industry.

Jacob Wertheim, President of Tobacco Merchants' Association

Our Headquarters

Having started out with the confidence that our association will receive a hearty welcome, at the hands of the tobacco industry and that it will remain a permanent institution, we regarded it as essential to establish a headquarters for it commensurate with its importance, and its magnitude, and accordingly we are now occupying an elaborate suite of offices at one of the most prominent corners in the downtown section of the city, conveniently located and elaborately equipped, so that the association might not only be able to render efficient services to its members and the industry, but to provide also headquarters facilities for out-of-town members or their representatives, for the transaction of their business while in this city.

Library and Information Bureau

We have installed in our offices upon what we may pride ourselves as being one of the most complete, if not positively the most complete library dealing with tobacco from its cultivation to its manufacture and common usage, to be found anywhere in the country. This library contains at present over five hundred publications. It is to be extended as new publications appear until it is absolutely the finest collection of its kind.

In connection with the collection of books and pamphlets bearing upon tobacco in its every phase, we are maintaining a bureau of statistical, agricultural, legislative and economic information. This institution is at all times feeling not only the pulse of the trade, but the pulse of such other lines of business, and, indeed, public sentiment, as has reference to the trade. Whether it is a tobacco grower seeking information as to means of protecting his crop from root-rot, or a manufacturer contemplating the introduction of a new product and desiring to estimate the possible market for it, or a student desiring to prepare a thesis upon some subject relative to the trade, or a cigarette manufacturer who wishes to know where he **can** and where he **cannot** sell his product, or a manufacturer desiring to ascertain where he can pack coupons in his goods and where he cannot do so, this bureau will cheerfully supply the information.

For this purpose we have built up a collection of data, which although now exceedingly substantial, is simply a nucleus, as it takes both time and diligence to collect **facts**. We have the complete reports on tobacco of the United States Department of Agriculture, Washington, D. C., as well as the reports of all agricultural colleges and Government experimental stations active in this regard. We have a complete file of the trade papers, indexed with reference to subjects, so that an inquirer may immediately acquaint himself with the last word of the trade press upon any subject. We have also an indexed file for quick reference, giving the letter of the law, as it affects the trade in any particular, in every State and city in the Union. Professional readers are watching the daily newspapers of the entire country for us to apprise this association of every bit of the day's news that bears upon tobacco.

We have also twenty thousand names of manufacturers, dealers and growers from all parts of the United States in-

dexed under the card system separately by names, by business and by towns. We have also undertaken to build up a card indexing system of live brands, showing particulars as to grade, type, price and name of manufacturer.

Credit Information Bureau

But it seems to me that what is most needed by our industry in connection with our information bureau is reliable credit information. Cigarettes and manufactured tobacco are generally sold on a ten days' basis; furthermore, manufacturers sell them only to well-known jobbers. But the situation is entirely different in other branches of our industry, where credits are extended liberally and sometimes recklessly. A credit information bureau conducted by the association under competent management would indeed be very helpful and would reduce losses to a minimum. Almost every major industry has its own credit information bureau conducted by its own trade organization. The information they receive is necessarily more reliable, because it comes from more intimate knowledge than that which comes through general commercial agencies. Why then should not the tobacco industry have such bureau? Of course, to conduct such bureau is quite an expensive proposition, but this $700,000,000 industry of ours is well able to provide the necessary funds and I would strongly recommend that such bureau be established.

Our Legislative Bureau

Perhaps the most vital feature of the active service we are providing is the legislative bureau. A single step in one of these congresses may cost the tobacco trade—not of a town, or of a city—but of a State, or of the Nation, very dearly. It is absolutely essential that the members of this association be informed now and for all the future regarding every item of State or national legislation affecting their interests. To this end we have already perfected our legislative-reporting facilities to so great an extent that, in ordinary cases, never more than a day elapses between the introduction of a bill and our notification of the fact. In all cases of primary importance our correspondents are rigorously instructed to wire the facts immediately. This service has been brought to a point where copies of bills introduced in the National Congress reach our offices in less than twenty-four hours after they are printed, while from more distant capitals our advices are as rapid as the United States mail. A system of pink letters, briefly relating the nature of new legislation, has been inaugurated for the immediate information of our directors. In recent cases at Washington, the directors have been notified of the introduction of a measure on the day it was introduced. This service is to be permanently maintained. State and city legislators are active even when Congress may not be.

Since the opening of the various legislatures we have had before us not less than 232 bills affecting the tobacco industry either directly or remotely, including labor bills, factory inspections, etc.

Every bill has been carefully examined with a view to ascertaining whether any action was called for. We are also in receipt of daily reports as to the progress of every bill and the various steps taken thereon.

Whenever the situation required action the association has lost no time in taking such action. Thus as to Federal or New York State legislation they were looked after by our counsel while as to matters pending in other States, we necessarily had to limit our activities to correspondence. In such cases we have not only corresponded with legislators but we have made it a practice to bring the matter to the attention of a number of leading tobacco men in the respective States urging them to action. I am pleased to be able to report that no hostile legislation of any consequences has been passed by any of the legislative bodies that have met this year.

But let us not be too optimistic as to the future, let us not overlook the facts that our industry is beset to a great extent by elements stirring up strife and bitterness founded altogether upon fanaticism, misrepresentation and deliberate falsehood. The professional agitator and the passionate notoriety seeker is always on the job.

Traffic and Freight Regulations

It is needless to argue that an industry that pays out in the neighborhood of $10,000,000 a year in freight charges is vitally interested in the traffic and freight regulations and at the outset it may be stated that a mere survey of the traffic regulations and requirements in respect to the transportation of tobacco products as compared with the regulations and requirements governing the shipment of other commodities necessarily leads to the conclusion that the tobacco industry has been subjected to unjust and unwarranted discriminations, at least in so far as the shippers of tobacco products are required to use safeguards and protective appliances that are not required for the packing of other commodities, even of a more hazardous character. Among such articles wines, whiskeys, fruits, firearms, cutlery, boots and shoes, clothing, silks, patent medicines, coffee, sugar, may be taken as fair examples.

The strapping and the sealing and the nailing and the cording required for the packing of some of the tobacco products and the detailed specifications prescribed in connection therewith and the heavy penalties imposed for any non-compliance thereof are no more essential or needful for protrection from pilferage of tobacco products than of any of the other commodities referred to, but no such burdensome and expensive requirements are imposed upon shippers of any of the latter commodities.

The apparent excuse for these discriminations against tobacco products, particularly cigars and cigarettes, is that cigars and cigarettes are more tempting to the pilferer than other articles, and hence the requirement of extraordinary precautions to protect the carriers from claims for concealed losses. But the facts do not justify such conclusion, for concealed losses are practically negligible in the transportation of cigars and cigarettes and unknown in the transportation of smoking or chewing tobacco. The total amount claimed for concealed losses for all types of tobacco products in 1914 was only $12,000, while the aggregate amount of freight paid on the various types of tobacco products during the same year was over $8,000,000, not figuring raw material. Yet the tobacco industry is required to spend about $1,000,000, as is conservatively estimated, for safeguards and precautionary appliances not required for other commodities to protect the carriers from losses amounting to about $12,000 a year.

The Tobacco Merchants' Association true to its declaration of principles and following the activities mapped out for it in the platform upon which it was built has lost no time in presenting to the representatives of the carriers our grievances against the railroad companies at the very first opportunity.

The matter came up before the official classification committee at a hearing held in New York City on March 19th, for the purpose of considering proposed changes of the classification in regard to shipments of cigars.

At the same hearing our counsel demanded the adoption of a change in the classifications that would permit the shipment of cigars, in fibre-board boxes, which, according to the figures he submitted to the railroad committee would mean a saving to the cigar industry of about $600,000 a year.

It gives me genuine pleasure to report to you that after long deliberation the official classification committee has finally granted our application and that after July 1st, next, cigar shippers will be permitted to ship cigars in fibreboard boxes in the territory covered by the official classification committee.

The work thus started by the association to secure as counsel says, "a square deal" for our industry at the hands of the transportation companies, should be followed up in vigorous fashion. But this association should maintain a traffic department under the management of an experienced and practical traffic man. The very big concerns all maintain traffic departments with elaborate forces, the smaller concerns cannot afford to go to that expense. Those who are doing extensive shipping are constantly in need of expert advice in regard to the many technical questions that present themselves from time to time. The selection of a different road may save thousands of dollars in transportation and also much time; the use of a different package may avoid substantial penalties; the very cording, strapping, nailing or sealing to be done properly requires technical familiarity with the complicated rules and specifications of the carriers. Also the question of securing a sufficiency of cars and prompt movement of the freight is sometimes perplexing and calls for skilful and wide-awake action. An association of this magnitude, I submit, should maintain a traffic department for the benefit of its members who may not have such departments of their own. Our traffic manager should be an expert and ready to serve our members whenever required. He should exert constant vigilance over the carriers and see to it that our industry shall receive every privilege and every advantage to which it is entitled. I strongly recommend that such department be established.

Restrictions Against Smoking

It is needless to say that the interest of the tobacco industry requires that there shall be no lack in smoking facilities and that those desiring to use tobacco shall have every reasonable facility of doing so. But the industry is losing millions of dollars worth of business from time to time by the adoption of unnecessary ordinances, depriving the tobacco users of smoking facilities, including the elimination of smoking cars. The loss of tobacco business, as a result of the lack of such facilities, in a city like New York, alone amounts probably to a million dollars a year.

Under the guise of public safety anti-smoking ordinances are being extended in the big cities from one building to another. In New York we see people arrested daily and fined as high as fifty dollars for smoking in their own offices, and if the efforts of certain elements were to succeed it would not be very long before smoking will be prohibited in every office and shop building in New York. Furthermore, smoking or carrying lighted cigars in subway stations, bridge terminals and other similar places has likewise been prohibited.

Of course, no association would be selfish enough to offer any serious opposition to the adoption of measures actually required for public safety. But it is perfectly obvious that most of the prohibitions and restrictions referred to have been brought into force and are constantly being extended to satisfy the anti-tobacco forces, rather than in the interest of public safety.

The association has already entered upon an active campaign against restrictions of that nature and in this connection it has enlisted the support and co-operation of the joint advisory board of the Cigarmakers' Union. We have every reason to hope that, with the co-operation of the union, our efforts will be productive of satisfactory results.

Tobacco Cures

It will perhaps be surprising to know that the traffic in the so-called tobacco cures has become widespread throughout the United States, and while it may be argued that since these cures do not in fact cure the tobacco habit and hence they cannot lessen in any way the consumption of tobacco products, but we must bear in mind that the main danger in these so-called cures is not in their attempt to cure tobacco users of the tobacco habit, but in the psychological effect of the extensive advertising and the hundreds of thousands of circulars that they are distributing throughout the country, villifying the tobacco industry, poisoning the minds of tobacco consumers and furnishing fuel to the professional anti-tobacco agitators.

The extent of that traffic may be readily judged from the fact that one of the vendors of alleged tobacco cures, according to his own statement in our possession, spends over $100,000 a year for advertising. Moreover, one of the so-called letter brokers, whose business it is to buy up the letters received in response to such advertisements, after they had been worked to a finish by the advertisers, and to sell them or hire them out to others, has recently offered to furnish us not less than 500,000 of such letters. Another one of these concerns has recently offered to sell a million of such letters.

Our counsel has made a thorough investigation into that traffic with the result that he has accumulated a mass of evidence which he submitted to the Government together with a petition demanding that these exploiters be dealt with according to law.

The petition contains forty-two pages of printed matter, including numerous photographs in the way of exhibits showing the enormous extent to which the advertising campaigns of these alleged quack cures are carried on throughout the country. In the collection of exhibits there are advertisements extracted from 114 newspapers, which is but a small portion of the newspapers of the country that are being used by the vendors of these so-called cures in exploiting their compounds with the aid of the United States mails.

"The tobacco industry," says the petition, "has no reason to fear any loss of business as a result of the sale of cures that do not and cannot possibly cure, nor do we fail to realize that we would have no cause for complaint against the marketing of remedies that would affect such cure. But the tobacco industry is entitled to be protected from the false, fraudulent and scandalous statements that are being spread broadcast throughout the United States by means of the mails, attacking not only the tobacco industry but slandering and villifying the millions of tobacco users in a most shameful fashion.

"In one case, referred to in the petition, the vendor is resorting to means of securing trade that are entirely unique in the patent medicine traffic. Having once succeeded in landing his customer on his tobacco cure he sends him unsolicited another set, with a bill for $10 and offers to allowed a discount of $6.65 for an immediate remittance, and failing to get this remittance the patient is kept busy receiving letters until he finally receives the generous offer of a warranty deed for a section of land in New Jersey upon paying the $3.35 for the E remedy."

The petition shows in detail the nature of the compounds sold under the guise of tobacco cures, all of which were analyzed in the laboratory of the American Medical Association by competent chemists. It is shown that certain drugs have been added to the compounds for the purpose of producing certain physical symptoms which indicate that the "cures" are working and that with the purchase of another set or two, more effective results will be obtained.

It is gratifying to know that the Government is now conducting a vigorous investigation into that traffic and we have every reason to believe that drastic action will be taken by the Government before long.

Insurance

We have not as yet had ample opportunity to go deeply into the insurance problem, but our members can be assured that the matter will receive most careful study and consideration. However, complaints in that regard, as well as in regard to every other matter, are always receiving our prompt attention.

If our members or, for that matter, other concerns of the tobacco industry, would file their complaints with this association and they are respectfully invited to do so, whether in regard to insurance premiums or any other matter, the association would only be too happy to set its machinery in motion in order to obtain fair treatment.

Revenue Frauds and Box Stuffing

One of the planks in the platform of this association pledges us to use the machinery of our organization to assist the Government in stamping out and preventing revenue frauds and box stuffing. This is essential for the protection of the reputable and honest manufacturer not only because the box stuffer is able to sell his goods cheaper than the man who pays taxes, but because by refilling the boxes of popular brands with counterfeit goods he is undermining and hurting the popularity of such brands. As soon as we were fairly established in our offices the association entered upon an active campaign against that traffic. Although our funds were indeed limited we have nevertheless employed two men for the purpose of making investigations and procuring evidence. Their investigations have brought to light a most alarming situation. The extent of the traffic can be readily judged from the fact that in less than a month our agents have obtained evidence in over one hundred cases of revenue frauds.

We found that not less than three manufacturers have been making counterfeit imported cigars. One of them producing about 200,000 cigars a year, has been caught with marked emptied boxes which he had refilled. He has since been convicted and sent to the penitentiary.

In that short time, we have secured refilled boxes of Cuban brands of cigars with counterfeit bands of "Romeo and Juliet Perfectos," "Romeo and Juliet Puritanos," "Garcia Perfectos," "Carolina Perfectos," "Partagas Perfectos," "Hoyo Perfectos," "La Corona Perfectos."

But the traffic in the counterfeit imported cigars is insignificant as compared with other fraudulent practices. Thus, in the Italian districts, stogies were manufactured by the millions, and I am not exaggerating in speaking of millions, and sold openly and conspicuously without stamps, even without boxes. They were packed in paper wrappers and are sold at fifty cents per hundred, and for less.

The evidence thus secured by the association disclosed fraudulent practices in selling stogies without any boxes or stamps, selling cigars in refilled boxes, selling cigarettes in paper packages of one hundred without any stamps, selling smoking tobacco in one-pound paper bags without any stamps, selling snuff in one-pound papers bags without any stamps, selling leaf tobacco to non-registered manufacturers and without making entries thereof in the revenue books, and selling even internal revenue stamps at from $2.50 to $2.75 a thousand. These stamps find their way on the market through the cigar manufacturers, who are selling their cigars without stamps or in refilled boxes, but who nevertheless consider it wise to make occasional purchases of stamps in order to keep their records straight.

The same traffic we know was going on in Philadelphia, Pittsburgh, Boston, Chicago, New Haven, Hartford, Providence, and other towns.

The evidence secured by the association was promptly laid before the Internal Revenue Department, and I must take this opportunity to express our sincere gratitude to Colonel William Osborn, Commissioner of Internal Revenue, for his prompt and vigorous action in the matter. He has made about one hundred seizures, followed by indictments, in New York City alone. Drastic action was also taken by him in Philadelphia, Pittsburgh, Baltimore, and other towns. The traffic has been stopped, perhaps not altogether, but it has surely been reduced to a minimum.

Trade-Marks

The trade-mark situation has furnished one of the most difficult problems for solution, a problem that may perhaps never be solved to our entire satisfaction. But we have endeavored to eliminate many of the difficulties by taking charge of the registrations of trade-marks.

We have acquired the Trade-Mark Registration Bureau of "The Tobacco World," including all its lists, records and indexes of registered trade-marks and have transferred same to The United Registration Bureau for the Tobacco Industries, thus affecting a consolidation of the Trade-Mark Records of the "United States Tobacco Journal," the "Tobacco Leaf," the "Trade-Mark Record" and "The Tobacco World."

We have also entered into an agreement with the several registration bureaus mentioned whereby the association has established a bureau for the registration of trade-marks on April 1st, since which date it has taken charge of the registration of trade-marks, searching of records and all matters appertaining thereto for the United Registration Bureau for the Tobacco Industries and all its constituent bureaus who have become affiliated with the Tobacco Merchants' Association.

The registration bureau of the association will also secure registration of trade-marks, copyrights, etc., in Washington, as well as in foreign countries all over the world wherever such registration can be effected at fixed schedule rates to be announced in the near future.

The association also intends to appoint a standing arbitration committee to arbitrate and adjust controversies in regard to infringements or other trade-mark questions in order to avoid litigations, for in a great many instances infringements are due to lack of knowledge of existing prior rights rather than to a desire to do wrong, and in such cases many costly and unpleasant litigations can be avoided by arbitration.

In entering upon the difficult task of solving the trade-mark problem it was our genuine wish to map out a plan that would provide for efficient service and reliable information at a minimum rate, the association having no desire to derive any pecuniary profit out of the bureau. The regular rates heretofore charged by the United Registration Bureau have been reduced for the benefit of our members from five to three dollars.

We believe that by the consolidation the trade-mark records referred to searches of existing registrations will be more thorough and hence more reliable. Thus, instead of making searches in several registration bureaus in order to ascertain the availability of intended trade-marks, the searching of all these records will hereafter be done by the one bureau. The result of such investigation will necessarily be more reliable, the cost much less and the service more efficient.

The arrangements to secure governmental registrations in the United States and in foreign countries and to make searches of such registered trade-marks by experts in that line at fixed schedule rates will not only secure efficient service but will protect the trade from exorbitant charges.

And so the creation of a standing arbitration committee to be made up of men of the very highest standing and who command the confidence and respect of the entire industry will necessarily avoid a great many litigations that are always costly and unsatisfactory.

Taxation

The question of taxation is, of course, of most vital importance. It goes to the very life of our industry. Figuring that our industry is paying about $110,000,000 a year in internal revenue and customs which is about one-seventh of the aggregate revenue of the Government from all sources, there can be no reasonable contention for any additional taxation. Nor do we entertain any apprehension, that any serious attempt will be made to impose any additional burdens upon an industry that is already taxed to the limit. But, unfortunately and unjustified as it may be, there is always that inclination on the part of some of the powers, whenever additional revenue is needed, to exact it from those who are already contributing, instead of opening up new avenues and thus antagonizing new classes and creating new hostilities and so our executive committee, simply as a precautionary measure, has recently issued a special bulletin containing a statement prepared by our counsel, in which the entire tax question is elaborately and exhaustively dealt with.

It is frequently asserted that tobacco is a luxury and it has even been stated at times by legislators and other public officials that being a luxury there is no limit to the extent of taxation that may be levied upon tobacco.

It is needless to discuss the question as to whether tobacco is or is not a luxury. If it is a luxury, it is indeed quite a necessary luxury. The perfecto cigar may be a luxury to the gentleman smoking it, for he could perhaps get along as well with a stogie, but ask the longshoreman or the laborer whether the pipe or the chew is a luxury to him, and you will receive a very emphatic answer to the contrary.

Things that have become a necessary part of one's existence, whether by force of habit or by actual necessity, are not luxuries and cannot be classed as such. A young lady may easily dispense with her box of chocolates, but the workman cannot so readily discard his pipe or his chew, nor can the millions of other consumers of tobacco omit that article from their daily wants to the very great majority of whom it probably constitutes the only luxury that they are able to indulge in.

It would seem most fitting that the heaviest burden of taxation should be borne by those who are making millions out of the war—rather than by those whose business has suffered throught the war. Whereas many of our industries have derived great benefits as a result of the war, the tobacco industry has suffered immensely by reason of the war. Almost every commodity has gone up in price, some of them have advanced as high as one hundred per cent., but tobacco products are sold now as cheaply as they were sold before the war. For the tobacco industry is not greedy, it is not avaricious, it has always given up twice the amount of its aggregate profits as taxes to the Government and it has made no protest when two years ago the Government added a substantial amount of war revenue to the already onerous burdens that it carried. In true patriotic fashion our industry cheerfully submitted to the additional demands of the Government necessitated by the war. But we must protest against any additional taxation. For additional taxation may mean not only a serious detriment to the industry, but it is doubtful indeed whether the Government will derive any gain from it in the end. Additional taxation would necessarily lead to smaller packages with the consequent loss of volume of business. Thus the consumer would get a smaller quantity for his money, the farmer would sell less of his crop while the Government, although getting a higher price for its revenue stamps, would sell so many less stamps that it may be a loser in the end.

Retailers' Council

The retail business, more than any other branch of the tobacco industry, is in need of a trade organization that should have the means and facilities to ascertain the causes of all trade abuses and reckless business methods and to procure proper remedial action.

There is quite a multitude of retailers' organizations throughout the country. In almost every town of importance they have what they call a retailers' organization. But they are purely local organizations. Furthermore, they seem to be laboring under the impression that the interest of the manufacturer is entirely adverse to their interest, and hence they frequently show a spirit of hostility toward the manufacturer, as a result of which they are lacking in the co-operation that is essential to accomplish desirable results.

Confronted with this difficulty the Tobacco Merchants' Association decided upon a plan to form a national retailers' organization, as a branch of this association, but to have a governing body composed exclusively of retailers. Thus the retailers will practically have their own national organization, with the machinery of the Tobacco Merchants' Association to support it.

With that end in view the Tobacco Merchants' Association has already taken the initiative step for the formation of such an organization under the name of Retailers' Council of the Tobacco Merchants' Association. The first circular sent out by our association to the retail trade, as a test, calling for membership in the Retailers' Council, has brought forth nearly 700 enrollments in three days. We thereupon proceeded with the formation of the council by the appointment of a board of governors, consisting of prominent retailers, with Mr. William A. Hollingsworth, one of the well-known retailers of New York, as chairman.

The Retailers' Council, although but a few weeks old, is already quite active in constructive work, and I hopefully bespeak for it a successful and glorious career.

(To be concluded next issue.)

Guests and Delegates

Dave S. Achenbach, of Bayuk Brothers.
Joseph Auspitz, of The Haeussermann Metal Manufacturing Co.
John N. Bagley, president John J. Bagley & Company.
John Bain, Jr., publisher "Tobacco Leaf."
Samuel Bayuk, of Bayuk Brothers.
Mr. Batdorf, of Kitter Manufacturing Company.
E. G. Beinhart, assistant, Tobacco Investigations, United States Department of Agriculture.
Rawlins D. Best, secretary Lovell-Buffington Tobacco Company.
Samuel H. Bijur, of E. Rosenwald & Brother.
Jesse A. Bloch, vice-president Bloch Brothers Tobacco Company.
Charles A. Bond, editor, "Tobacco."
Edward A. Brand, United States Department of Commerce.
Jackson Brandt, of Rapid Tobacco Stemmer Company.
Harry W. Bremer, of Lewis Bremer Sons.
William G. Bridges, of Louisville Tobacco Board of Trade.
Gerson J. Brown, president The J. B. Moos Co.
Melville B. Brown, of Melville B. Brown.
James W. Buchner, vice-president Park & Tilford.
George Buchheister, of Henry Lauts & Company.
James M. Buckner, of Baston, Williams & Wigmore.
William Burke, of Dunbar & Company.
John G. Capers, representative, Tobacco Merchants' Association.
Sherman P. Coe, of Acker, Merrall & Condit Company.
Arthur Cohn, of Ward & Gow.
Arthur P. Colligan, of Brunhoff Manufacturing Company.
Charles J. Columbus, representative, Tobacco Merchants' Ass'n.
L. Lee Combs, of Lee Combs, Washington, D. C.
C. L. Conradt, secretary, Old Dominion Tobacco Company, Inc.
C. Contopoulo, of Contopoulo Brothers.
William M. Corry, president, Florida Tobacco Com'n Company.
A. L. Cuesta, president, Clear Havana Cigar Mfrs. Ass'n.
Joseph F. Cullman, Jr., of Cullman Bros.
C. Fred Crosby, former editor, "Tobacco."
E. Asbury Davis, of F. A. Davis & Sons.
Edward H. Davis, of "U. S. Tobacco Journal."
Samuel Dealham, Jr., of Kraus & Co.
Joseph Deutsch, president, Edwards & Deutsch Litho. Co.

R. L. Dibrell, of Dibrell Bros.
Ernest F. Du Brul, of Miller, Du Brul & Peters.
John W. Dunbar, of J. W. Dunbar, Washington, D. C.
Charles Dushkind, secretary and counsel, Tobacco Merchants' Ass'n.
Herman A. Dushkind, Cleveland, Ohio.
David Solon Dushkind, of Charles Dushkind.
Leonard Morgan Dushkind, of Charles Dushkind.
Nicholas Ehrlich, president, Brooklyn Retail Tobacconists' Ass'n.
Chas. J. Eisenlohr, president, Otto Eisenlohr & Bro.
Leon M. Estabrook, of Department of Agriculture.
Hon. M. F. Farley, director, Central Cigar Mfg. Co.
George A. Fisher, of American Co.
Hon. Duncan W. Fletcher, U. S. Senator.
H. A. Ford, vice-president, The Haussermann Metal Mfg. Co.
Charles Fortenbaugh, of Charles Fortenbaugh.
Sidney J. Freeman, of Sidney J. Freeman & Sons.
Israel Friedkin, Esq., publisher, "Jewish Morning Journal."
George G. Fries, of Fries & Fries.
J. C. Gibbs, of Ritter Mfg. Co.
Joseph F. Gallagher, of Allen R. Cressman & Sons.
Dr. W. W. Garner, of Dept. of Agriculture.
Nathan Garten, of A. Garten & Sons.
J. P. Gilroy, of O. J. Gude Co.
Joseph Goldberg, of Lancaster Leaf Tob. Board of Trade.
Hon. Henry M. Goldfogle, former U. S. Representative.
L. Goldsmit, treasurer, Standard Cigar Co., of Pittsburgh, Pa.
S. B. Goldsmit, of L. Goldsmit Bro. & Co.
Louis S. Gottlieb, Esq., of Louis S. Gottlieb, Washington, D. C.
Wm. B. Growtage, of American Litho. Co.
O. J. Gude, of The O. J. Gude Co.
N. E. Guedalia, of Guedalia & Co.
A. Goldbloom, of A. Ruben & Co.
Moritz Haas, of Haas Bros.
A. Hall, of August Hall.
H. C. Hallam, Washington representative, "Tobacco Leaf."
Hobart Bishop Hankins, "Tobacco World."
Hon. Warren G. Harding, U. S. Senator of Ohio.
Robert Harris, Jr., of Robert Harris & Bro., Inc.
E. S. Hecht, of Wm. Deiches & Son, Washington.
Bertram S. Heineman, of Heineman Bros.
Milton S. Heineman, of Heineman Bros.
Mortimer S. Heineman, of Heineman Bros.
Charles C. Heldman, vice-president, Nendecker Tobacco Co.
Henry I. Henderson, of Henry I. Henderson, Washington.
George W. Hill, vice-president, American Tobacco Co.
Edwin I. Hilson, of Hilson-Schloss Co.
Harvey L. Hirst, sales manager, Bayuk Bros. Co.
William A. Hollingsworth, William A. Hollingsworth, New York.
Thomas A. Horton, treasurer, G. W. Van Slyke & Horton.
George H. Hummel, vice-president, P. Lorillard Co.
E. M. Hunter, of The Cardwell Machine Co.
William H. Ingram, assistant secretary, Tob. Merchants' Ass'n.
William Intermann, of American Litho. Co.
A. V. Jockel, of Ruy Lopez Ca., Inc.
Hon. E. C. Johnson, solicitor, U. S. Dept. of Justice.
Hugh Jones, Jr., manager, Charles Fortenbaugh.
Morris Kaplan, of Morris Kaplan, New York City.
Carl Kaufman, Federal Advertising Agency.
Herbert M. Kaufman, writer.
Hon. J. N. Kehoe, of Burley Loose Leaf Tob. Sales Ass'n.
J. Lawton Kendrick, publisher, "Tobacco World."
J. P. Killebrew, of J. P. Killebrew, Clarksville, Tenn.
M. L. Kirkpatrick, vice-president, Cincinnati Leaf Tob. Exchange.
D. Emil Klein, president, E. M. Schwarz & Co.
E. E. Kleiner, of E. Kleiner & Co.
Walter L. Kohlberg, of Kohlberg Bros., El Paso, Tex.
Harry M. Konwiser, editor, "Tobacco Record."
Henry Kraus, of Kraus & Co.
Morris Krinsky, of estate of I. B. Krinsky.
Hon. George Lambert, justice, Westchester County, New York.
Samuel E. Landau, of M. L. Herzog & Co.
Robert E. Lane, of Cifuentes Pego & Co.
Millard H. Laupheimer, of Kraus & Co.
Isaac Lavenson, of the Lavenson Bureau.
Asa Lemlein, of E. H. Gato Cigar Co.
Samuel Levy, of Enterprise Cigar Co.
Bernard Liberman, of Liberman Mfg. Co.
Julius Lichtenstein, president American Sumatra Co.
Solomon K. Lichtenstein, of Lichtenstein & Wise.
J. M. Loughran, of Loughran & Co.
Frederick S. Lucey, secretary, Philip Morris & Co., Ltd.
Adolf Loeb, of K. Strans & Co.
J. C. Lederer, of Francis H. Leggett & Co.
J. B. McClements, of Reyner & Bros.
Hon. James R. Mann, M. C., Minority Leader U. S. Congress.
I. J. Marcuse, of American Can Co.
Leo Michaels, vice-president, Schinasi Bros., Inc.
Cyrus E. Miller, of Cyrus E. Miller.
C. E. Moehle, president, Moehle Lithograph Co.
Ernest I. Moss, of Philippine Co., Ltd.
Joseph P. Manning, of Jos. P. Manning & Co.
Morris D. Neumann, president, Neumann & Mayer Co.
S. Maior Newburgh, of Louis Newburgh Co.
I. B. Newman, of J. B. Newman.
Hon. Oliver P. Newman, president, District of Columbia.
Henry Offterdinger, of Henry T. Offterdinger.
A. Osterloh, Jr., president Standard Tobacco Co.
Jumines Parker, counsel for American Tobacco Co.
Charles B. Perkins, president, Chas. B. Perkins & Co.
J. Peterson, president, Weyman-Bruton Co.
Laban Phelps, delegate of Louisville Tobacco Board of Trade.
Theo. Photiades, of Theo. Photiades.
Frederick W. Plugge, secretary, Washington Tobacco Co.
A. Pollock, president, Retail Tobacconist Pub. Co.
Harry Porter, of the Harry Porter Company.
E. E. Pratt, Department of Commerce.
L. Hamilton Rainey, Deputy Collector of Internal Revenue.
Edwin C. Reed.
Pleasant Larus Reed, vice-president, Larus & Bro. Co.
William T. Reed, president, Larus & Bro. Co.
R. Goodwyn Rhett, president, Chamber of Commerce of the U. S.
Oscar Reinach, of Oscar Reinach.
A. H. Rogers, of A. H. Rogers.
Samuel S. Rosenthal, delegate of Tobacco Trade Association of Massachusetts.
Alfred S. Rossin, of S. Rossin & Sons.
Benito Rovira, of Benito Rovira Co.
Chas. Schavrien, of Chas. Schavrien.
Chas. Schavrien, Jr., of Chas. Schavrien.
Leon Schinasi, president, Schinasi Bros., Inc.
J. Wm. Sheffer, publisher, "Internal Revenue Review."
D. A. Skinner, assistant secretary, Chamber of Commerce of the United States.
Wm. Wolff Smith.
William D. Spalding, of W. D. Spalding & Son, and delegate of Cincinnati Leaf Tobacco Exchange.
Edward F. Spitz, of Stroock & Stroock.
Herman Stearn, of the Stearn Co.
Emil Steffens, Jr., of Steffens, Jones & Co.
Isaac Steiner, vice-president, Wm. Steiner & Sons Co., Inc.
Allen Sterner, of Allen Sterner.
George L. Storm, vice-president, Tobacco Products Corporation.
Sol. M. Stroock, counsel, United Cigar Stores Co.
Irving Studwell, of C. B. Perkins Co.
Allie L. Sylvester, president, American Cigar Co.
Stephen Stephano, of Stephano Bros.
Richard T. Tanner, advertising manager of "Tobacco."
James C. Tansy, of Mutual Tobacco Co.
B. E. Erenis, of G. O. Tuck & Co., Inc.
G. O. Tuck, of G. O. Tuck & Co., Inc.
S. Turner, of Turco-American Tobacco Co.
Wm. H. Van Slyke, president of G. W. Van Slyke & Horton.
Oscar S. Veit, representative of Salesmen's Association.
J. R. Vetterlein, of Vetterlein Bros., Inc.
J. Vipond, Jr., of Scranton Tobacco Co.
J. A. Voice, secretary of Pasbach-Voice Litho. Co.
Henry A. Voice, of Pasbach-Voice Litho. Co.
G. P. Waidley, president of Union American Cigar Co.
William M. Wailes, of Wm. M. Wailes.
John E. Walker, clerk Comm. on Ways & Means.
W. H. Warner, of W. H. Warner.
I. H. Weaver, of Lancaster Leaf Tobacco Board of Trade.
Morris Weiss, of Morris Weiss.
Carl Werner, editor "Tobacco Leaf."
Jacob Wertheim, president, Tobacco Merchants' Association.
Leonard Wertheimer, of Wertheimer Bros.
Milton Wertheimer, of Wertheimer Bros.
Louis A. Whalen, president of R. Whalen & Co.
Nathan B. Williams, of N. B. Williams.
Joseph Winnick, secretary, S. R. Moss Cigar Co.
W. H. Winstead, president, W. H. Winstead, Inc.
Edward Wise, president, United Cigar Stores Co.
Henry M. Wise, of Wise & Lichtenstein.
John R. Young, of John R. Young & Son.

An up-to-date cigar store at 40 North Mechanic Street, Cumberland, Md., was opened recently by S. Cope.

The Manila Commercial Company advises that the S. S. "Sheridan," due to arrive in San Francisco about the 15th of June, will cary a shipment of 319,000 cigars for their customers. The S. S. "Nippon Maru," due to arrive about June 20th, also brings a shipment of 670,000 cigars for the Manila Commercial Company.

Max Jacobson Cigar Company Sell Retail Stands

Due to its increasing jobbing business which features the "El Gonzalez" five-cent cigar, the Max Jacobson Cigar Company, St. Louis, Mo., announces that its retail stands have been disposed of, and that in future it will do a jobbing business only. This company also announces that it is now occupying its own building at No. 3227 Olive Street, where it is in possession of more extensive facilities for the conduct of its business.

Deaths in the Trade

August Klein

Recognized as one of the cigarette authorities of the trade, August Klein, a director of the Liggett & Myers Tobacco Company, died during the past fortnight following an illness covering a period of six months. Mr. Klein's affiliation with the trade was a noted one. For twenty years he was identified with the American Tobacco Company in the capacity of head of the cigarette department. The ease with which he handled the duties of this office marked him as the right man in the right place. His reputation in the trade as a keen judge of markets and what were the desirable qualities in the selling of cigarettes needs no comment.

When the Liggett & Myers Tobacco Company was formed Mr. Klein associated himself with that concern. The ability which he possessed and the knowledge displayed in this connection, were big factors in the success attained by the cigarettes of the Liggett & Myers Company.

Mr. Klein's funeral was held at his late home, 18 Elizabeth Avenue, Arlington, N. J. It was attended by officers of the Liggett & Myers Company and various other men prominent in the trade. The deceased is survived by Mrs. Klein, two sons, two daughters, and three brothers.

William J. Gestal

William J. Gestal, a partner in the cigar manufacturing firm of Marcelino Perez & Company, 12 Duane Street, New York City, died at his home in Prospect Place, Brooklyn, N. Y., during the past fortnight, following a short illness due to pneumonia. Mr. Gestal was born in 1879. Following a ten years' apprenticeship with his father, an old-time leaf tobacco merchant, he identified himself with Marcelino Perez & Company. Here the ability which he displayed, joined with the manufacturing knowledge possessed by Mr. Perez, laid the foundation for a successful partnership, the firm being well known throughout the country today. The deceased was known widely in the trade, and in Brooklyn, and was prominent both socially and fraternally. His widow and three children survive.

George Rogers

Seized suddenly with a heart attack while dining with Mr. Rosenthal, of P. Verplanck & Company, at the Fontenelle Hotel, Omaha, Neb., George Rogers, partner in the Niles-Moser-Rogers Cigar Company, of that city, died some hours later in a room in the Fontenelle Hotel, to which he had been removed. Mr. Rogers, at the time of his attack, appeared to be in normal health, despite the fact that for the last three years he had been suffering from hardening of the arteries. His death came as a great shock to the many persons throughout the city who knew him.

Mr. Rogers made his first appearance in Omaha about twenty-five years ago, at which time he became identified with the sales force of Peregoy & Moore. Almost twenty years were spent in this connection, a goodly portion of the period being devoted to taking charge of the company's local branch. Later Mr. Rogers entered business for himself, doing both jobbing and retailing. Prospering, the business was afterwards taken over by the Niles & Moser Cigar Company, who incorporated it as the Niles-Moser-Rogers Cigar Company, admitting Mr. Rogers to partnership.

Mr. Rogers had the reputation of being one of the best-known cigar salesmen in the West, in addition to being a sportsman of no mean calibre. The funeral was attended by representatives of the Cigar Dealers' and Jobbers' Association, the Rotary Club, Shriners and Knights Templar. Governor Morehead, the Lieutenant-Governor, and the Governor's staff, of which the deceased was a member, also attended. Interment was made at Peru, Neb. A widow and three sons survive.

Trade Jottings

Certificate of incorporation was recently filed by the Rae Cigar Company, of Grand Rapids, with capital stock listed at $3000.

A large space in the main hallway arcade of the Brokaw Building, 1457 Broadway, New York City, has been leased by the Schulte Cigar Company.

The George R. Newell Company, Minneapolis, Minn., is carrying, in four sizes, a new shadegrown cigar manufactured by the Havana-American Company, known as "Kelly's Bouquet."

Attractively packed in red tins, and retailing three cigars for five cents, "Scottie" cigars manufactured by the P. Lorillard Tobacco Company, are having a splendid demand through L. Marks & Company, Incorporated, Seattle, Wash.

The retail store of S. Frieder & Son, Fourth and Sycamore Streets, Cincinnati, O., has been taken over by Messrs. Kline & Levy. Messrs. Frieder & Son will in future concentrate their efforts on their store at No. 5 Fountain Square.

"San Telmo," a seed and Havana cigar, retailing at ten cents, is being put forth in a new packing by the San Telmo Cigar Manufacturing Company, of Detroit. Not only is the package an attractive one, but a new label is being used in addition.

C. H. Rovig Cigar Company, Seattle, Wash., report a growing demand for the "Monte Cristo," manufactured by P. Pohalski & Company, of New York. This is encouraging when it is considered that the brand has not been long in the local market.

"Salome," a shadegrown-wrapped Havana-filled cigar, retailing at five cents, and manufactured by Heineman Brothers, Baltimore, Md., is now being placed on the market by William A. Vorhauer & Company, Chicago, Ill. Already an excellent distribution has been obtained on the brand.

Charles A. Young, Denver, Col., who distributes, in a number of sizes, the "Camille" cigar, manufactured by P. Pohalski & Company, New York, reports this cigar as being among his list of staples. Mr. Young is well satisfied with the success attending the brand.

Alfred Baker, Clyde A. Lower, and John McFarland are named as the incorporators of the J. T. Baker Company, of Toledo, O., recently incorporated at Columbus, O., for the purpose of engaging in the manufacture of cigars. The capitalization of the company is stated to be $5000.

Tampa Tips

Demand for "Admiration" Brand May Mean Factory Addition—"Webster" Distribution Shows Fine Record

Tampa, May 26, 1916.

THE bill that was to have come before the Cuban Congress for action, providing that all tobacco exported from Cuba be subject to examination appraisement by the Cuban Government, and that an export tax be collected on the same, has been withdrawn. Realizing the danger of such a measure to the clear Havana manufacturers in the United States, were this bill allowed to go through, Messrs. A. L. Cuesta and Raphael M. Ybor, Cuban Consul, used their good offices in the matter, and with the assistance of A. G. del Valle, representing the interests of the tobacco growers in Cuba, were successful in having the bill withdrawn.

B. J. Mays, local cigar and tobacco jobber, expresses himself as being well satisfied with the new accounts which he is opening on the "Charles the Great" and "Lovera" lines in his covering of the territory lying south of Tampa.

Following a two weeks' trip to Cuba spent in the purchasing of tobacco Jose Escalente of Jose Escalante & Company is back again in the city.

Should the enormous demand for "Admiration" cigars, manufactured by the Regensburgs, continue, it is probable that an addition to the factory will be required.

Matthew Berriman has left the city for a few weeks' stay in New York.

Alejo, Amo & Company have taken over the brands of Artiz, Caras & Company. They are now located in the factory adjoining M. A. Gunst & Company.

The high price of tobacco is giving local manufacturers much serious thought. It seems as if the solution of this problem is going to be a difficult matter.

The statement of "not a single inch of unoccupied territory in the United States" by Y. Pendas & Alvarez, relative to the distribution of their "Webster" cigar, is certainly the declaration of a record of which they may be justly proud.

The Embry Tobacco Company report that they have disposed of the greater portion of their packings to excellent advantage. They state that this year they have increased their acreage at Quincy, in addition to putting their plantation at Dade City under shade.

Perfecto.

Labor Erects Tribute to Augustus Pollack

A unique tribute was recently paid to the memory of Augustus Pollack, a pioneer stogie manufacturer, of Wheeling, W. Va., when there was unveiled on the public square in that city a granite shaft, erected as a memorial.

At its base is an inscription which reads: "Labor's tribute to a friend." A speaker declared that it was the first time in history that labor had raised a monument to an employer. Contributions to the monument totalled more than $8400.

Manuel Perez Becomes Factory Supervisor

Factory supervision having been numbered among the duties of the late William J. Gestal, of Marcelino Perez & Company, this particular office has been placed in the hands of Manuel Perez, for a long time assistant manager of the company. Judged from past performances, Mr. Perez is well qualified for the task which has been allotted to him.

Larger Quarters for Cedaroid Company

The Cedaroid Company, Rochester, N. Y., announces that it is now located at 250-252 Mill Street. Larger facilities were imperative due to the increasing business which the company is enjoying. The Cedaroid Company manufactures a special line of Cedaroid containers for tobacco products, in addition to plain and fancy pasteboard boxes for use in the trade. This company claims that it manufactures the only successful sanitary substitute for the cedar box. Peter J. Nagle, president of the company, states that by reason of their new quarters, they are now in position to take care of more extensive business on all lines, and guarantees that not only will quality and prices be right, but that deliveries shall be made promptly, as well.

Preston Herbert Back From Western Trip

Preston Herbert, vice-president of the United Cigar Manufacturing Company, recently returned to New York after a trip through the West, where he declared himself to be well satisfied with conditions. It is stated that more cigars have been sold in the West during the past year than at any other time. The "Owl," "Little Bobbie" and "Robert Burns" cigars are being featured in a national advertising campaign which is showing signs of excellent results.

Kipp Cigar Company Largest in Nebraska

With the purchase of the stock and equipment of the W. E. Riggs cigar factory, by the Kipp Cigar Company, of Hastings, Nebraska, the latter becomes the largest cigar manufacturing concern in Nebraska.

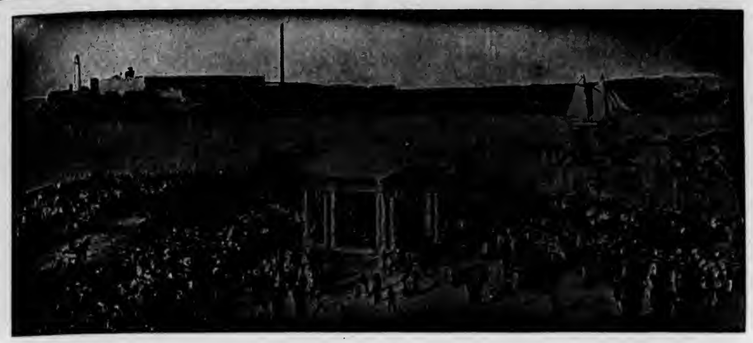
E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

OJOS DE ESPAÑA

Clear Havana Cigars

Lopez Hermanos
Makers

New York Office: 250 Fourth Ave.
Factory: Tampa, Fla.



The Cuban Market

From Our Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, May 23, 1916.

ALTHOUGH we have had no buyers in town to speak of, nevertheless our market has shown considerable life, during the past fortnight. Besides the continued good demand from the Netherlands, which does not show any signs of having been filled yet, we have to report one large purchase of first and second capaduras of Remedios by one of our large American houses established here, and which may reach the respectable quantity of about 5000 bales. They consisted of the best escogidas of the years of 1914 and 1915, and the reason they had not been sold was that the owners asked prices way above the current market figures. Finally, both the holders and buyers agreed to compromise their differences in the prices, and the result was this big transaction.

Besides, some of our commission merchants had cable orders to purchase, for account of their American customers, second capaduras, so that now it almost looks as if we shall enter the new crop season without hardly any old stocks on hand, in first hands. The parties who have purchased at the eleventh hour have done well, if the current reports of the heavy and rancid quality of the new crop are correct, and which of necessity would imply that the new crop may not be servicable for the manufacturers perhaps until the fall of the year 1917 at the earliest, or possibly not until the year 1918.

This circumstance is well impregnated in the minds of our packers and leaf dealers, therefore while the vegueros are trying to ask high prices for their short crops, the former are not at all anxious to concede them, and they prefer to wait, rather than to engage in any speculation, which might result in heavy losses to them. If the tobacco, when having passed the pilon, should not be so extra heavy in quality, and might cure more rapidly, then the chances of making sales to the American manufacturers next fall should prove more reasonable, and in such a case higher prices would be justified, as undoubtedly the bulk of the cigar manufacturers have not been stocking up in anticipation of the shortage of this year's crop. Sometimes the leaf will undergo remarkable changes in the piling process, although according to the weather conditions we have to look for an excessively heavy quality, therefore everything now will depend upon the coming fermentation process.

A serious drawback for our packers is also the heavy cost of packing the crop in the Santa Clara province, and therefore many of them prefer to devote their attention to the packing of leaf in the Vuelta Abajo, where the charges are considerably less. The only trouble this year is that the crop in this section is so very small in quantity.

The first 110 bales of partido wrappers, of the new crop, have arrived in town. They came from the well known vega of Hoyo de Colorado, "La Lechuga," and they have been very favorably spoken of by competent judges, as regards the silky texture, excellent light colors, and of a perfect burn. As there may not be any abundance of wrappers this year either, they will doubtless fetch high prices and sell quickly, as soon as they have passed the second fermentation in the bales.

From the Vuelta Abajo there have only arrived some small lots of libre de pie and hojas de semilla, which later on ought to be serviceable for our cigarette manufacturers. Weather conditions are still backward in most places, as the drought continues, and this will retard the escogidas more than was thought of last month, when we had several rainy days, but not long enough to pile all the hanging leaves.

Sales during the past fortnight totalled 17,915 bales, and which divided represented: Vuelta Abajo and Semi Vuelta, 8821; Partido, 200; and Remedios, 8894 bales.

Buyers were: Americans, and the firms here for American account, 6299; exporters to Europe, 8928; to the North Coast of Africa, 308; shippers to South America, 833; and our local cigar and cigarette manufacturers, 1547 bales.

Exports of leaf tobacco, from the port of Havana, from May 4 to May 18, 1916, totalled 18,572 bales, which were distributed to the following countries, viz.: To all ports of the United States, 7899; to Canada, 238; to Spain, 1249; to the Netherlands, 8045; to the North Coast of Africa (Oran and Algiers), 308; to the Argentine Republic, 638; to Uruguay, 60; and to Chile, 85 bales.

Receipts of Leaf Tobacco From the Country

For week ending May 12, 1916.		Since January 1, 1916.	
Vuelta Abajo	3,465 bales		22,807 bales
Semi Vuelta	60 "		1,533 "
Partido	6 "		577 "
Remedios	43 "		14,870 "
Oriente	.. "		2,597 "
Total	3,574 "	Total	42,384 "

Buyers of Leaf Tobacco That Come and Go.

Arrivals—From New York: Henry Bernheim, of J. Bernheim & Son; and Fred Horn, the buyer of Reinhard Baedecker, of Bremen.

From Boston: Albert W. Kaffenburgh, of I. Kaffenburgh & Sons.

From Tampa: Enrique Pendas, vice-president of the Havana-American Company; Salvador Rodriguez, accom-

panied by his son, Delfin Rodriguez, of "Charles the Great" fame.

Departures—To Tampa: Enrique Pendas, Salvador Rodriguez and Delfin Rodriguez, Manuel Corral, Angel L. Cuesta, and Jose Escalante.

To Spain—Saturnio Miguel (Casin), with his family.

Cigars

Our few large factories appear to be working fairly well, despite the embargo on our exports of cigars to Great Britain, because, besides the orders from the United States, there are sufficient calls from France, Spain, Argentine Republic, Chile, Australia and South Africa, to make up an ensemble to tide over the proverbial dull season of the year. On the other hand, our small factories are suffering more or less severely from the loss of the English orders, upon which they were mostly dependent to make their living, as they either had no connections with the above-named countries, or only to a minor extent.

According to our daily press, the Trust has been buying heavily of the vegas in the Vuelta Abajo, of this year's growth, paying fabulously high prices for the renowned ones, such as $135 and $93 per bale, while the low grades fetched from $23 to $37 per qq. Other dealers for making escogidas paid from $24 to $40 per qq. This may give the American manufacturers an idea, what they may have to pay this year later on for so-called factory vegas of the Vuelta Abajo.

We are glad to state that the illness of Don Pepin Rodriguez has fortunately been of no serious or lasting duration, and that he is now nearly convalescent again, although upon his doctor's advice he gave up his intention to leave for Spain by the S. S. "Alfonso XII," on the 20th inst. He may leave eventually by the steamer leaving here on the 30th of May. Romeo y Julieta is working quite well for all of our consuming countries, having sufficient orders on hand.

Partagas is doing well, particularly for the Argentine Republic and Chile, although Robert E. Lane is also sending good orders from the States regularly.

Don Teodoro Garbade, of H. Upmann & Company, left for the United States last week, in order to spend a short vacation in the North. The H. Upmann factory is working quite normally.

Por Larranaga is managing to get its share of the business which is to be had at present.

Punch is working regularly for the American market as its representative, August Kuttnauer, is always hustling in securing orders from its American customers.

Sol and Devesa de Murias is busy in executing the orders from the United States and the other countries.

Leaf Tobacco

Walter C. Sutter is expected to arrive here from Chicago either tomorrow, or otherwise on Thursday evening. His firm of Walter Sutter & Company has been very busy of late making good-sized purchase, for account of its customers in the States and in Europe.

Some of the principal buyers were: J. F. Berndes & Company, 3500 bales; J. Bernheim & Son, 3347; Mark A. Pollack, 3000; Leslie Pantin, 2023; Romeo y Julieta, 800; Salvador Rodriguez, 200; and F. Arango & Company, 200 bales of leaf tobacco.

Among the principal sellers were noted: Muniz & Gonzalez, 2187; Candido Obeso, 997; Manuel A. Suarez & Company, 897; Camejo & La Pas, 802; Abe Haas, 644; Muniz Hermanos, 533; Jose C. Puente & Company, 400; Jose F. Rocha, 225; and various others of less importance.

The names of shippers, from the port of Havana, during the last two weeks, of 200 bales and above, of leaf tobacco, were: Walter Sutter & Company, 2357 bales; Virgilio Suarez, 2016 bales; Leslie Pantin, 1803 bales; Carlos Arnoldson & Company, 1570 bales; Mark A. Pollack, 1523 bales; Sobrinos de A. Gonzalez, 1339 bales; Salvador Garcia, 925 bales; H. Upmann & Company, 654 bales; Jose Suarez & Company, 637 bales; Menendez & Company, 621 bales; Manuel Suarez, 503 bales; J. Bernheim & Son, 480 bales; Manuel A. Suarez & Company, 429 bales; Cuban Land and Leaf Tobacco Company, 356 bales; F. Bernal, 300 bales; Ernest Ellinger & Company, 271 bales; I. Kaffenburgh & Sons, 256 bales; Sidney Rothschild, 253 bales; Allones, Limited, 220 bales; M. A. Gunst & Company, 218 bales; Maximilian Stern, 215 bales; J. F. Berndes & Company, 200 bales; Sucesores de Juan Lopez, 200 bales.

Oretaniv.

Arrest Made in Revenue Investigation

Charged with soliciting bribes from tobacco dealers on the East Side, Christopher J. Fortman was arrested recently and arraigned before United States Commissioner Clarence J. Houghton. The arrest of Fortman, who until two months ago was identified with the Internal Revenue Service, revealed a system of wholesale graft which has been in operation during the last fifteen years by deputy collectors of internal revenue in order that they might increase their legitimate incomes. Fortman was placed under $3000 bail. Assistant United States Attorney Edward M. McDonald plans to follow up other similar cases for the purpose of prosecution.

"Tom" Morton Retires from Parker-Gordon Cigar Co.

The announcement that "Tom" Morton has retired from the Parker-Gordon Cigar Company, St. Louis, follows a period covering more than thirty years, in which he was identified with the cigar business. Mr. Morton, who was vice-president of the Parker-Gordon Company sold back to that company the interest which he recently purchased. He severs his connection with the cigar business to assume charge of the selling end of the Independent Gum Company, of Memphis, Tenn., of which company he is president.

Campaign on "Alexander Humboldt" Now on in Seattle

An aggressive advertising campaign on "Alexander Humboldt" cigars, manufactured by Alvarez, Mendez & Company, is now in progress in Seattle, Wash. The Hemenway & Moser Company, local distributors of the brand, are having the assistance of J. P. Pratt, of the factory, in the present campaign, Mr. Pratt just recently having arrived. It is stated that his stay will be for quite a period.

Clyde Burritt Opens Retail Store in Rochester

The space formerly occupied by Sam Palmer as a restaurant, at 13 Clinton Avenue, North, Rochester, N. Y., having been divided, one part of it is now being occupied by Clyde P. Burritt as a cigar store. High-priced and popular-priced cigars and cigarettes are carried by Mr. Burritt, who held his opening recently. If the crowds who attended the first few days are to be taken as a criterion, the new store will be successful without a doubt. A second store is conducted by Mr. Burritt at 18 State Street.

"New Bachelor" Has Large Distribution in Cleveland

T. J. Dunn & Company report excellent distribution in Cleveland, O., on their "New Bachelor" cigar. This brand has been placed in practically every cigar store of the city. Pyle & Allen are the local distributors. They were recently in receipt of a visit from Victor Thorsch, of the Dunn Company in the interests of the brand. Mr. Thorsch also made it a point to get in touch with other dealers throughout Cleveland who are retailing the "New Bachelor."

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

For Sale.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

A REAL CHANCE FOR A WORKING FACTORY

FOR SALE—The owners of a long-established high-grade cigar factory in First District of Pennsylvania, making five-cent and ten-cent brands with wide distribution, are desirous of selling same, owing to pressure of other interests. Will make a big sacrifice to responsible parties with sufficient capital to take hold of proposition. $20,000 needed. Triflers will receive no attention. Address in confidence, Box 26, "Tobacco World," 236 Chestnut Street, Philadelphia, Pa.

FOR SALE OR RENT—Factory building, adapted to cigar manufacturing; capacity 75 cigarmakers. Steam heat and sweat room. Good place to secure hands at reasonable wages. Located in First District of Pennsylvania, in Adamstown, Lancaster County, Pa. Ten miles from Reading. Address O. K. Hartman, Adamstown, Pa.

FOR SALE—Factory and equipment of "Eureka Cigar Factory", Reamstown, Lancaster County, Pa., established 1860. Splendid opportunity. For full particulars address The Lancaster Trust Company, Lancaster, Pa. Executors, Estate of John G. Root, Deceased.

Help Wanted.

LEAF TOBACCO SALESMAN—Covering Middle West and Southern territory, desiring good paying side line, write to Box 109, "Tobacco World."

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

WE MANUFACTURE A COMPLETE LINE of two-for-five and three-for-five cent goods; highest quality. Correspondence solicited with A-1 jobbers—brokers. Triflers will receive no attention. D. M. Scatterday & Sons, Belmont, Ohio.

Importation of Tobacco Into the United Kingdom

The Board of Trade withdraws the proposal to grant licenses for the importation of tobacco purchased before February 15th, but is prepared to grant licenses for importation between June 1, 1916, and May 31, 1917, of tobacco for home consumption not exceeding one-third of quantity imported for home consumption in the calendar year 1915. The quantity imported for home consumption in 1915 was 124,458,173 pounds. The stock in bond here on April 20th was 251,829,000 pounds.

[References to the restriction on the importation of tobacco were made in articles on British import restrictions published in "Commerce Reports" for January 31st, February 17th and 19th, and March 7th.]

E. Rosenwald & Bro. Largest Purchaser at Inscription

Some decidedly choice lots of tobacco were secured by E. Rosenwald & Brother, on May 5th, at the Amsterdam inscriptions, when they purchased 1200 bales of Sumatra tobacco. Messrs. Rosenwald & Brother are said to have been the largest single purchaser at this sale. Cable advices received at the New York headquarters state that the marks include "Deli Ba My B," "Deli Ba My TH," "Deli Ba My P," "JL Pakaran."

Kruse, Quanjer & Company Secure Excellent Leaf

Kruse, Quanjer & Company take pleasure in announcing that they were fortunate in being enabled to secure at the last sale of the Amsterdam inscriptions, an uncommonly fine lot of Sumatra tobacco marked "LPC Padang Tjermin." Mr. Quanjer, of the company, has been visiting the trade recently interviewing the more prominent cigar manufacturers with reference to the purchases made at the inscription.

Spingarn & Company Get Choice Sumatra

The running lot of Sumatra tobacco, marked "Deli My E," purchased at the Fifth Amsterdam inscription by E. Spingarn & Company, New York, is stated to have been among the very best offered at the sale. Much interest is being manifested in the purchase by the company's trade.

Business of American Sumatra Tobacco Co. Makes Record

The American Sumatra Tobacco Company state that the business done by the company during the three months just past has been the largest in its history. They also state that American Sumatra tobacco has contributed in no mean degree to the success which is today prevalent in cigar circles in the United States. The demands from prominent cigar manufacturers throughout the country have made heavy inroads on the Connecticut and Florida-Georgia crops. President Lichtenstein, of the company, attributes this condition to two reasons: first, the excellent quality of American Sumatra; and secondly, the fact that it is not necessary to pay duty.

New Regulations for French Tobacco Purchases

The president of the French Republic, on April 18, 1916, signed a decree relative to the purchase of tobacco in foreign markets for the account of the French Government. This provided:

"For the duration of hostilities, the provisions of Article 1 of the decree of November 20, 1908, are replaced by the following:

"'Purchases of tobacco in foreign markets for the account of the State are to be effected by the consuls of France with or without the assistance of special agents representing the administration of the State Manufactures.

"'The consuls shall have the power to act alone, or in co-operation with one or more special agents representing the administration of the State Manufactures, whatever may be the importance of the purchase of leaf tobacco to be effected by them. In every case the Minister of Finance shall decide as to the persons forming the purchasing mission.'"

The original text of the decree was published in the "Journal Officiel" of April 23, 1916.

The building at Second Street and Monroe Avenue, Memphis, Tenn., is being remodelled for Louis Renault and his brother, Charles Renault, who will conduct a cigar store on the premises. A complete line of popular cigars will be carried.

San Francisco

M. A. Gunst & Company Waiting for Manilas—Herman Moss Finds Business Good—Capitol Cigar Company Distributing "Detroit Hand-Made"

San Francisco, May 20, 1916.

CITY business is holding up nicely; and country trade, notwithstanding some bad spots due to the dry spring, is also keeping up about to the average. Advices from the north are to the effect that both Oregon and Washington are rapidly recovering from the first effects of the prohibition laws which caused a lot of uncertainty six or eight months ago. The smaller States on the Coast—Arizona and Nevada—are also coming out strong as a result of their extensive mining interests.

San Francisco retailers are wondering just what the vacation season is going to do to them this summer. The schools and colleges are now beginning to close; and this is always closely followed by the opening of the vacation season. The general idea is that everybody and his family will take a vacation this season, the idea being largely founded on the fact that the Exposition last year kept very many people at home who would otherwise have spent more or less time out of town. A few cigar men have already escaped for short rests in the mountains or at the seashore; but most of them have left these little outings to a later date.

M. A. Gunst & Company are anxiously awaiting a big shipment of "Alhambra" Manila cigars now due. One of their half million monthly shipments went to the bottom of the sea when the "Chiyo Maru" was wrecked in the Orient a few weeks ago; and as a result there has been quite a shortage of Manila smokes with the M. A. G. connections.

J. B. Carlton, head of the cigar importing department of Henry W. Peabody & Company, San Francisco, importers of Manila cigars, is quite impressed with the growth of the Manila cigar exporting business as a whole. The shipments from Manila to the United States during the first three months of 1916 were 19,632,000, as compared with 16,862,000 for the same three months of 1915. The total exports from Manila to all countries during the same period for 1916 was 38,000,000, as compared with 30,000,000 for 1915. The biggest percentage of increase was in shipments to Europe.

Manager Carlton, of the cigar department of Henry W. Peabody & Company, reports that his business continues to grow, there being a steady demand for Manila cigars from many parts of the country.

Herman Moss, Western representative of the S. R. Moss Cigar Company, of Lancaster, Pa., is spending the week at Los Angeles, looking up his connections in that city. He has had a good run of business in the San Francisco district, where the "Flor de Moss" is distributed by H. L. Judell & Company.

A. E. McDevitt, a cigar man of Los Angeles, Cal., has been visiting the local trade this week. He says that Los Angeles smokers are out in force, and that the summer prospects are good.

H. L. Judell, head of H. L. Judell & Company, who has been in the southern end of California for a couple of weeks attending the G. A. R. and Commercial Travelers' Association State conventions, and visiting some of his friends in the trade, has returned to San Francisco well pleased with his trip. He finds the South in pretty good shape, though with some complaints in places, as in the San Francisco section.

C. H. Knubel, the California Street cigar broker, will leave for the North next week, on the first lap of his trip over the Western territory in the interest of the "Charles the Great," Cien Porciendo Company and the Mazer Cigar Company. He has already completed his work for the immediate future in the Los Angeles and San Francisco territory. On the trip now about to start, Mr. Knubel will be absent for several months.

Samuels Smoke House, of Oakland, Cal., has been having a big run on the "Jose Garcia" high grade, and the "Tantos" five-cent lines of Cien Porciendo & Company, for which they have the distribution in Northern California.

"The Detroit Hand Made" cigar, made by the Mazer Cigar Company, of Detroit, is now being distributed in the Sacramento Valley by the Capitol Cigar Company, of Sacramento. In Oakland and the surrounding towns the line is placed through H. & S. C. Bercovich, of Oakland.

J. Harris, a cigar dealer of Grass Valley, Cal., has been in San Francisco this week looking over the situation. He reports that the mining country about Grass Valley is in a very prosperous condition.

J. C. Wood, who for many years past has acted as the Pacific Coast agent for Berriman Brothers, has now been made manager of the cigar distributing department of the William Cluff Company, wholesale grocers of this city, who are also distributors of the "Jose Villa" cigar, made by Berriman Brothers. The change is understood to be preliminary to a considerable expansion in the cigar end of the William Cluff Company business.

H. M. Berger has bought out the retail cigar business of R. O. Walker, at 201 Eddy Street.

The name of the Vairance & Woodworth Cigar Company, of Los Angeles, Cal., has been changed to the La Abilidad Cigar Company.

B. H. Pendleton, for many years president and chief stockholder of Horn & Company, wholesale cigar and tobacco dealers of this city, but who recently retired from the trade, has returned from a few weeks' vacation at Los Angeles and other Southern California points.

Arthur Meyer, the well-known ambassador on this Coast for the "Alexander Humboldt" cigar, left San Francisco a few days ago for Portland, Seattle and other points in the Pacific Northwest.

H. L. Jeffries, representing the Liggett & Meyers Tobacco Company, has returned from a trip to Manila, where he opened Philippine headquarters for the company.

A. E. Porteous has bought out the cigar and tobacco business of E. Wunder, at Long Beach, Cal.

L. A. Sawyer, formerly in the wholesale cigar business on Sacramento Street, has now given up the cigar trade and has opened in the wholesale hop business at the same location. Mr. Sawyer, until the breaking out of the Mexican revolutions, did a large business in the cigars of Las Dos Naciones Cigar Company of Nogales, Arizona.

Allen.

Increased Output of Cigarettes in Denmark

There were twenty-two factories engaged in the manufacture of cigarettes in Denmark during 1915. The total output was 445,400,000, as against 312,400,000 in 1914. There were also imported for domestic use during 1915, 86,500,000, as against 111,400,000 in 1914. Of Danish cigarettes, 15,100,000 were exported, as compared with 7,000,000 in 1914.

The Danish production is of relatively inferior quality and cheap in price, and is put on the market at ¼ to 1½ cents apiece, while the imported cigarettes are of a much higher quality and sell for much higher prices.

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

BELLHOP:—39,700. For cigars, cigarettes and tobacco. April 20, 1916. H. Pendrich, Evansville, Ind.

WORLD CONQUEROR:—39,701. For cigars, etc. May 4, 1916. Pasbach-Voice Lithographing Co., Inc., New York City.

ARMAS DEL MUNDO:—39,702. For cigars, cigarettes, cheroots and tobacco. April 13, 1916. American Lithographic Co., New York City.

ALTO DEL MUNDO:—39,703. For cigars, cigarettes, cheroots and tobacco. April 13, 1916. American Lithographic Co., New York City.

ARCO DEL MUNDO:—39,704. For cigars, cigarettes, cheroots and tobacco. April 13, 1916. American Lithographic Co., New York City.

MARY RETA:—39,705. For cigars, cigarettes and tobacco. March 23, 1916. Stephen Allen, Buffalo, N. Y.

T. M. A. (Tobacco Merchants Association):—39,706. For cigars, cigarettes and tobacco. May 8, 1916. American Cigar Co., New York City.

E. PALLEZ Y CA.:—39,707. For cigars, cigarettes, cheroots, stogies, smoking and chewing tobacco. May 8, 1916. Wattles & Co., Litchfield, Mich.

BEN ZINE:—39,708. For tobacco, cigars, stogies, cheroots and cigarettes. April 21, 1916. Jno. H. Swisher & Son, Newark, Ohio.

PERSKARET:—39,709. For all tobacco products. May 4, 1916. Schwarzkopf & Ruckert, New York City.

GRADELLA:—39,710. For cigars, cigarettes, cheroots and tobacco. May 1, 1916. American Lithographic Co., New York City.

REFRAIN:—39,711. For cigars, cigarettes, cheroots and tobacco. May 1, 1916. American Lithographic Co., New York City.

LA SADO:—39,712. For cigars. April 17, 1916. Cuban Cigar Co., New Orleans, La.

CELESTA GARCIA:—39,713. For cigars. May 8, 1916. New Era Cigar Manufacturing Co., New York City.

LA FLOR DE JOSE VEGA:—39,714. For all tobacco products. February 4, 1916. Abraham & Levy, New York City.

HOUSE OF COMMERCE:—39,715. For cigars, cigarettes, stogies and tobacco. March 31, 1916. The Fritz Brothers Co., Cincinnati, Ohio.

MANILA BLUNTS:—39,716. For cigars, stogies and cheroots. May 6, 1916. The House of Crane, Indianapolis, Ind.

HOOK-UP:—39,717. For cigars, cigarettes, cheroots and tobacco. May 6, 1916. American Lithographic Co., New York City.

APPROACHER:—39,718. For cigars, cigarettes, cheroots and tobacco. May 6, 1916. American Lithographic Co., New York City.

WHITE MAP:—39,719. For cigars, cigarettes, cheroots and tobacco. May 6, 1916. American Lithographic Co., New York City.

TATUTA:—39.720. For all tobacco products. May 6, 1916. B. Tosa, New York City.

THOMAS KENT:—39,721. For all tobacco products. May 12, 1916. The Moehle Litho. Co., Brooklyn, N. Y.

F. SHELBY SKEFFINGTON:—39,722. For all tobacco products. May 12, 1916. The Moehle Litho. Co., Brooklyn, N. Y.

DRILLMASTER:—39,727. For all tobacco products. May 12, 1916. H. P. Dutenhorst, Milwaukee, Wisc.

SEAL OF BENTON HARBOR:—39,728. For cigars, cigarettes and tobacco. May 10, 1916. La Rurba Cigar Co., Benton Harbor, Mich.

COLDBURNE:—39,729. For cigars, cigarettes, cheroots and tobacco. May 10, 1916. American Lithographic Co., New York City.

TRI-BLEND:—39,730. For all tobacco products. May 8, 1916. The Harkert Cigar Co., Davenport, Iowa.

DUO-BLEND:—39,731. For all tobacco products. May 8, 1916. The Harkert Cigar Co., Davenport, Iowa.

GEN. OBREGON:—39,732. For cigars, cigarettes, cheroots and tobacco. May 9, 1916. American Lithographic Co., New York City.

GENERAL JOHN J. PERSHING:—39,733. For cigars, cigarettes, cheroots and tobacco. May 10, 1916. American Lithographic Co., New York City.

SEAGRAVES:—39,734. For cigars, tobacco and cigarettes. May 4, 1916. Schwarzkopf & Ruckert, New York City.

PHILL HOUSE BOUQUET:—39,735. For all tobacco products. May 17, 1916. The Fritz Bros. Co., Cincinnati, Ohio.

PHILL HOUSE:—39,736. For all tobacco products. May 17, 1916. The Fritz Bros. Co., Cincinnati, Ohio.

GOLDEN BLEND.—39,737. For cigars, cigarettes, cheroots and tobacco. May 10, 1916. American Lithographic Co., New York City.

MATTATUCK:—39,738. For cigars and tobacco. May 16, 1916. H. M. Sachs, Waterbury, Conn.

JOSEPH PLUNKETT:—39,739. For all tobacco products. May 17, 1916. The Moehle Litho. Co., Brooklyn, N. Y.

MICHAEL O'HANRAHAN:—39,740. For all tobacco products. May 17, 1916. The Moerle Litho. Co., Brooklyn, N. Y.

CORNELIUS CULBERT:—39,741. For all tobacco products. May 17, 1916. The Moehle Litho. Co., Brooklyn, N. Y.

EDMUND KENT:—39,742. For all tobacco products. May 17, 1916. The Moehle Litho. Co., Brooklyn, N. Y.

MICHAEL MALLON:—39,743. For all tobacco products. May 17, 1916. The Moehle Litho. Co., Brooklyn, N. Y.

JOHN McDERMOTT:—39,744. For all tobacco products. May 17, 1916. The Moehle Litho. Co., Brooklyn, N. Y.

KINGS-KNIGHT:—39,745. For cigars, tobacco and cigarettes. May 15, 1916. Carl Kanschra, Brooklyn, N. Y.

TRANSFERS.

ROBERT BARRETT:—19,640 (Tobacco World). For cigars, cigarettes and cheroots. Registered February 9, 1910, by Heywood, Strasser & Voigt Litho. Co., New York City. Was transferred to United Cigar Manufacturers Co., New York City, May 12, 1916.

LA CARDELINA:—No. 23,101 (Tobacco Leaf). For cigars, cigarettes and tobacco. Registered April 7, 1902, by American Lithographic Co., New York City. Was transferred to United Cigar Manufacturers Co., New York City, March 29, 1916.

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Partido y Vuelta Arriba

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Figuras 39-41, Cable "CUETARA" Havana, Cuba

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Importers of Havana and Sumatra and
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Correspondence with wholesale and jobbing trade invited

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SPECIALTY—VUELTA ABAJO AND ARTEMISA

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HEINRICH NEUBERGER

Leaf Tobacco Merchant

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NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W

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Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
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The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

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No. 143 Market Street, Lancaster, Pa.

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Leaf Tobacco & Cigars
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QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
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Joseph Mendelsohn Louis A. Borneman
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HAVANA TOBACCO IMPORTERS
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Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office: SAN MIGUEL 136 Puerto Rico Warehouse: CAYEY New York Office: 178 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.

Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sawed CIGAR BOXES, Go to Established 1899

Keystone Cigar Box Co., Sellersville, Pa.

Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer

MONROE D. SELLERS, SELLERSVILLE, PA.

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Michaelsen & Prasse
Commission Merchants
Leaf Tobacco & Cigars
18 Obrapia Street, Havana, Cuba
Address: Cable "UNICUM" P. O. Box 26

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877 NEW FACTORY 1904

H. W. HEFFENER & SON
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HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

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CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE
179 West Washington St., Chicago, Ill.

PHILADELPHIA OFFICE
322 Chestnut Street

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN. AROMATIZER. BOX FLAVORS. PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
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CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Havana Warehouse Monte 167 — Telephone John 1942
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Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS 90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37th ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
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170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

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INTENTIONAL 2ND EXPOSURE

SANCHEZ Y HAYA

Factory No 1

Tampa. Fla.

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco, under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each.

Package and goods show quality and class in every detail.

"La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

SANCHEZ Y HAYA, Tampa, Florida

The Man Who Smokes Them Says—

"It is the BEST CIGAR VALUE IN THE WORLD at 5c."

That is the reason the **John Ruskin** Cigar is one of the World's Biggest Sellers.

John Ruskin 5¢

THEY COULD BE SMALLER-BUT NOT BETTER

John Ruskin Cigars are hand-made and the Havana tobacco used is the choicest grown. They're mild—Big and Fragrant,

Valuable Profit Sharing Voucher on the Band of Each John Ruskin Cigar.

I. LEWIS CIGAR MFG. COMPANY
NEWARK, N. J.
Largest Independent Cigar Factory in the World.

WILL BE FOUND IN **BOLD** Cigars

Bigger Value for Five Cents

That's why BOLD becomes the leader. That's why

BOLD

Stays the Nickel Cigar

"Above All"

Bobrow Bros. PHILADELPHIA

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An Address Made by Henry Wise Before the Tobacco Merchants' Association

Herbert Kaufman's Epigrams

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The Famous "La Mega" Factory

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

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PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

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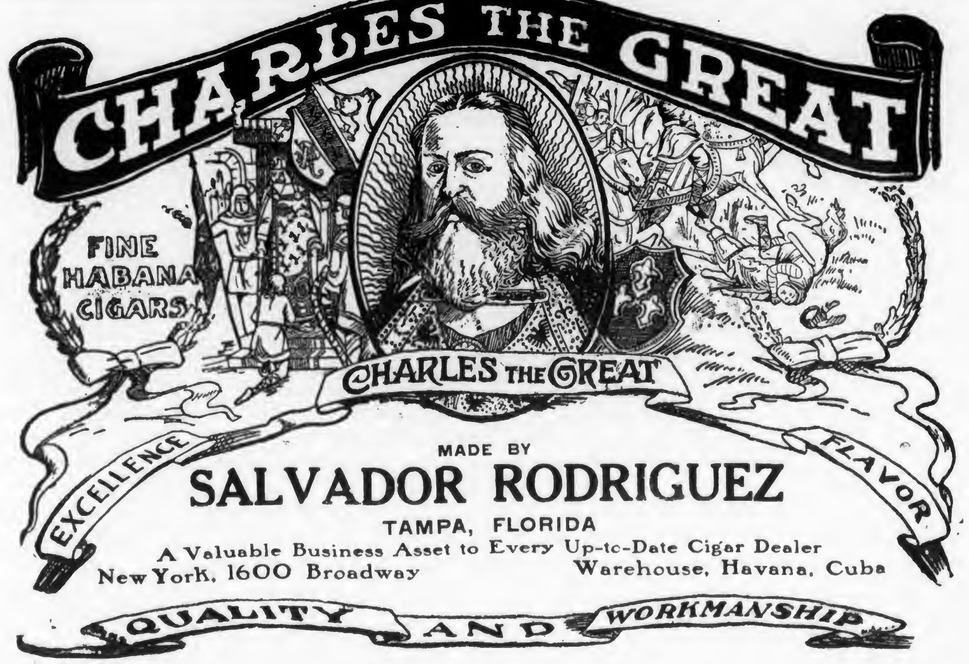

MADE BY

SALVADOR RODRIGUEZ

TAMPA, FLORIDA

A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba

A New Stimulator for the Cigar Business

"PREPAREDNESS"—a Study in Geography. Its Principles are: Education, Instruction & Interest instead of Chance.

¶ The arrangements of this new sales promoting device are such that the selling capacity of each Map will reach up to 700 five or ten cent cigars. We want to hear from manufacturers and jobbers only. Our proposition will be the means of helping you dispose of millions of Cigars. A new and novel Business Builder of unquestionable value.

¶ Write today and we will "Prepare" you for the newest sales idea in cigar history.

UNITED MAP COMPANY

395 Broadway, New York City

Londres Grandes

The Juan P. Portuondo

CIGAR MFG. CO.

PHILADELPHIA

CABLE ADDRESS "PAVO, NEW YORK"

OSCAR PASBACH, PRESIDENT — J. A. VOICE, SECY. & GEN'L MANAGER

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JOHN B. THATCHER, MANAGER

CANADIAN REPRESENTATIVES
A. FRANKAU & CO. LTD.
27 VICTORIA SQ.
MONTREAL, CAN.

De Luxe Segars

THE CALIDAD SIZE RETAILS FOR A DIME

Wonderful Value

CLEAR HABANA—FULLY MATURED

MADE BY

JOHN W. MERRIAM & CO.

101 Spring Street, New York

[MERRIAM CIGARS INC., SUCCESSOR]

For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Company

LIMA, O.

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

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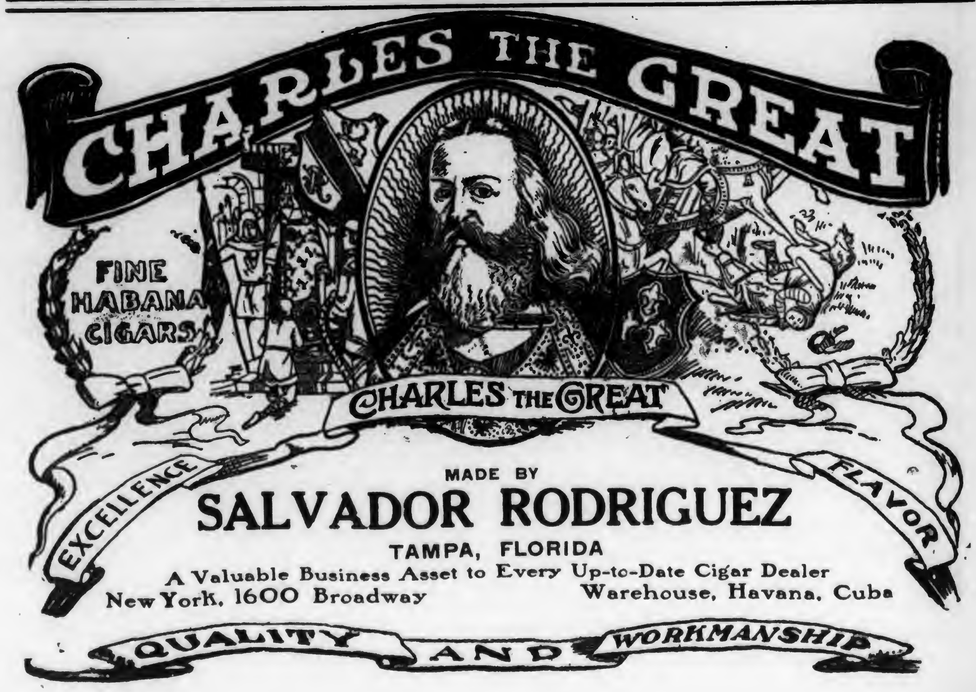

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INTENTIONAL 2ND EXPOSURE

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street - New York

Board of Trade Bldg., Montreal, Canada

SOL HABANA

Behrens & Co.

Havana, Cuba

Estrella No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

MURAD

THE TURKISH CIGARETTE

15¢

Everywhere-Why?

TURKISH Tobacco is the WORLDS MOST FAMOUS Tobacco for CIGARETTES

(This is one of the Fatima "Sensible Cigarette" advertisements now appearing in magazines and newspapers)

You want cigarette comfort

Your steady cigarette must suit your own *taste*, of course.

Fatimas may or may not do that—you can't tell until you try them.

But in addition to the right taste you want "COMFORT" too—comfort for the throat and tongue and no "mean" feeling after smoking. You want a SENSIBLE cigarette.

Test any other cigarette in the world alongside of Fatimas and you'll find that Fatimas are the most *"comfortable"* and *"sensible"* cigarette that you ever smoked.

Liggett & Myers Tobacco Co.

FATIMA

THE TURKISH BLEND

A Sensible Cigarette

TO Manufacture a Cigar and Know that you are Putting the Very Best of Havana Tobacco in its Construction is a Great Satisfaction to the Builders and Gets the Approval of the Users. We Continue Manufacturing and Selling

LA SARAMITA

ADMIRAL, THE SIZE THAT SELLS

HAVANA CIGARS

With Broad Leaf of the Milder Quality for the Cover. Soon be a quarter of a Century since we started this Brand

The Shields-Wertheim Co. *Cleveland, O.*

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HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla.

The Real Independent Factory in Havana

"PARTAGAS"

The World's Standard
Cigar

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CIFUENTES, PEGO Y CA.,
172 Industria :: Havana, Cuba

ROBERT E. LANE

General Representative for
United States and Canada

115 Broadway New York

COPENHAGEN

Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

WEYMAN-BRUTON COMPANY

50 Union Square North New York, N. Y.

Best Quality Best Known

EDEN

The Cigar Without a Peer

Calixto Lopez y Cia
Habana

New York Office— 257 Fourth Ave.

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.

General Offices. PITTSBURGH, PA.

YEARS OF EXPERIENCE HAVE MADE

PUNCH

A Cigar with Hardly a Rival

MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba

AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

"LA MEGA" MADE IN BOND

HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP

V. Guerra, Diaz & Co., Tampa, Fla.

ESTABLISHED 1867

Y. Pendas & Alvarez

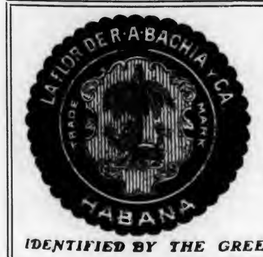
WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, 801-803 THIRD AVE.
NEW YORK CITY



BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE FACTORY WAREHOUSE
222 PEARL STREET TAMPA LEALTAD 129
NEW YORK FLORIDA HAVANA

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

The Original and Genuine

Central Union

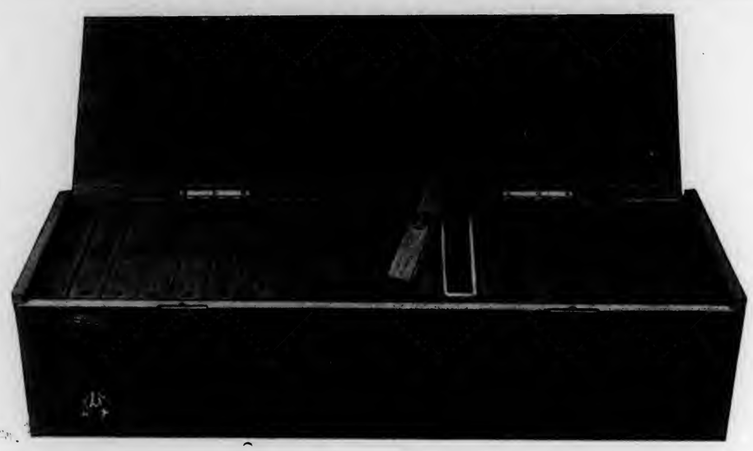
Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.

RICHMOND, VA.



Larrañaga Nacionales

Seleccion de Banquetes

This is the acme of refinement in the packing of cigars.

Each cigar is packed in an individual box, and therefore, every guest opens his own box, the cigar reaching his hands exactly as it was packed at the factory.

For dinners, banquets, society events, clubs, hotels and individuals; if orders are placed early enough, may have each little box inscribed with the name of the host, monogram or the dedication of the event thereon, which would add a touch of refinement to the function.

Packed in beautiful cedar boxes containing one hundred cigars.

Por Larrañaga
FÁBRICA DE TABACOS

New York Office
J. V. FLANIGAN
156 Fifth Ave.

Havana, Cuba
Carlos III, No. 225

Flor de San Martin & Leon

A Mild Havana Cigar Made-in-Bond

¶ These cigars are made in Tampa, Florida, from all imported tobaccos grown on our own Vuelta Abajo Plantations in Cuba.

¶ Our products are guaranteed genuine Havana cigars by ourselves and by the United States Government Bond Stamp.

San Martin & Leon Co.
TAMPA, FLORIDA

BAYUK BROTHERS

"HAVANA RIBBON"

FIVE CENT CIGAR
PHILADELPHIA

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

1871 GATO 1871

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

LIPSCHUTZ'S
44
CIGARS

"44" Cigar Co. Philadelphia

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

DIAMOND JOE
MARK
CIGAR FACTORY
ESTABLISHED 1850

Charles Denby

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE
H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

Don't Judge Florida and Georgia

Tobacco By Other People's Packings

If you want to see a fancy packing of the 1915 crop of Florida and Georgia wrappers, that burns and tastes as good as any tobacco grown, superior in yield and colors

We Are Now Ready to Show Our 1915 Crop

Beautiful Light Colors and Perfect Burn
Good Quality Tremendous Yield

Samples Ready for Inspection at the Company's Office

AMERICAN SUMATRA TOBACCO COMPANY
142 WATER STREET, NEW YORK

To the Cigar Retailer:

The *Robert Burns* advertisement shown on the two following pages is the third of the series in the *Robert Burns* national campaign appearing in the Saturday Evening Post, Collier's Weekly and Literary Digest.

We believe this to be the largest cigar advertisement ever used in these great national weeklies. It is justified, however, for it is a part of the *Robert Burns* story containing facts of interest to approximately 1,000,000 ten-cent smokers in the United States.

Cigar smokers of the better class are daily becoming more interested in the cigars they smoke.

They prefer to buy cigars from the dealer who can talk intelligently concerning the merchandise he offers. Tell your customers the facts concerning *Robert Burns* as set forth in the advertisement on the following two pages. We believe they will be interested.

UNITED CIGAR MANUFACTURERS CO.

Cigar Smoking - Cigar Smokers —and Cigars

Growing fine Havana leaf, for ROBERT BURNS filler, in the garden grounds of Cuba.

Our Warehouse in Havana where ROBERT BURNS Havana filler is stored until shipped to us.

The delicate leaf, which produces the neutral wrapper for ROBERT BURNS, growing in Sumatra, East Indies.

ROBERT BURNS Havana filler which, stored in the factory—often for years—is gradually cured to extreme mildness.

Plain—and frank—talk concerning them

MEN ARE aiming higher. —AND THINKING deeper.

THEY NO longer accept things as they come. They apply thought to them and they improve them.

THOUGHT HAS built higher buildings and ventilated them better.

—HAS MADE nourishing foods more appetizing, and kept them cleaner.

—HAS PRODUCED better balanced cigars—and made them milder.

THINKING MEN aimed high —at a better cigar.

DEEPER THIKING produced the *Robert Burns*.

—WITH LESS nicotine, less of the heavy oils, a balanced, fine smoking quality, a needed, *actual* mildness.

SUCH A cigar-type, intelligent men welcome—welcome, too, the ideals and the forward-moving thought that produced it. It helps them to mix common sense with their smoking.

FOR THERE IS a right way to smoke.

WE SHALL TRY to explain it.

Right Smoking and Wrong Smoking

"HOW CAN I tell if I'm *smoking right?*"

IF NOTHING but enjoyment comes from your smoking—you're *smoking right.*

BUT — SOMETIMES a still, small voice whispers "Smoke fuddled"—and you wonder where your business edge has gone!

TIME TO think, brother!

PERHAPS THE cause is heavy cigars.

PERHAPS IT is too incessant smoking.

OBEY THE smoke-signals! *Moderate*—either the strength or the quantity! Get into line with the better living trend of the time!

STRANGE TALK from a cigar manufacturer, you say? Not at all.

AS MANUFACTURERS we are interested in the permanence of our business.

INTELLIGENT smoking helps our sales.

BECAUSE WHEN you smoke wrong you are only limiting your capacity to smoke in future.

SMOKE MODERATELY! It will be better for us both.

The Kinds of Cigars a Smoker Needs

MATCH YOUR cigar to your temperament, and your smoking pleasure will be doubled.

OF THE BETTER type cigars there are two kinds.

EACH HAS its place—and time.

THE TIME for the heavy Havana?

"AFTER MEALS" the doctors say. Its powerful leaf tastes better then—and the system is ready for it.

MORNINGS—afternoons—evenings—it's different. That is when one's "fitness edge" says: "Treat me to a *moderate* cigar. Mild Havana leaf and a mild, mild wrapper are what I want!"

THAT SMOKING bill of fare will have the approval of a smoker's conscience, and is at one with the modern spirit, too.

THAT SPIRIT says: "Be moderate, be intelligent in smoking. *It is worth while.*"

Where Robert Burns Belongs

ROBERT BURNS—the "moderate—and modern—cigar!"

WHY IS HE called that?

BECAUSE, THOUGH famous for three generations, he has moved forward with the times, being better indeed today than ever before.

AND BECAUSE never does he violate a single right-smoking principle.

FOR THOUGH his Havana filler gives him a rare flavor, our own special curing gives that Havana a rare mildness—a mildness which the neutral Sumatra wrapper helps.

THIS MAKES him a *soothing* smoke, as opposed to an unsettling, exciting smoke.

SO HIS followers have felt the better for his healthier, more progressive influence—an influence which we have endeavored to build up.

THINKING MEN are producing *Robert Burns* for thinking smokers.

AND THINKING smokers are smoking moderately—smoking intelligently—smoking *right.*

Where Little Bobbie Stands

AND NOW—for Little Bobbie. Just where does *he* stand?

CALL HIM a pocket edition of *Robert Burns*!

Sold by thousands of dealers in the U. S. and particularly by those who display this sign.

THE MAN who smokes 10c. cigars likes a short smoke—sometimes. We made Little Bobbie for him.

THE SMOKER of 5c. cigars likes quality, when he can get it. We made Little Bobbie for *him*—and he swears by Little Bobbie.

THE CONSIDERABLE amount of Havana in his filler *tastes* good.

HIS MILDNESS feels good—or rather, the nerves do after smoking.

IN FACT, HE, too—like his sire —has proved a "far, far healthier, more modern smoke."

AND A FAR, far healthier, smoke should really be the only smoke a progressive man should consider.

* * * * *

A WORD about ourselves and *you* and then we've done.

FROM OUR point this is good advertising. It's frank. It *should* be interesting—coming as it does from one of the largest manufacturers of cigars, today, who consistently aims to make *modern* cigars, better cigars.

NOW—FOR your smoking problem.

THINK IT out for yourself—though our remarks here should *help* you, at all events, to answer it.

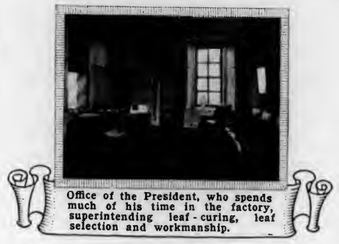
IF, HOWEVER, there is even the slightest shadow on your smoking pleasure—

MODIFY YOUR smoking bill of fare!

MODERATE! TRY *Robert Burns* for a between-time smoke.

MANY SMOKERS who have discovered that even one heavy cigar is too much for them, have, since smoking *Robert Burns*, never felt "edgier" or better.

HAVE YOU tried one *lately?*



Office of the President, who spends much of his time in the factory, superintending leaf-curing, leaf selection and workmanship.

Where the ROBERT BURNS Cigar has been made, since 1897.

Where LITTLE BOBBIE is made.

Reception Room in the head sales offices of ROBERT BURNS and LITTLE BOBBIE.

Rob't Burns

CIGAR 10¢

LITTLE BOBBIE 5¢

STRAITON & STORM, *Manufacturers*, 119 WEST 40TH STREET, NEW YORK CITY

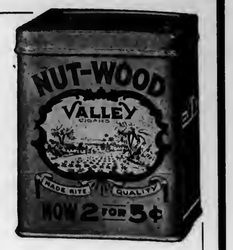
Better profits are yours on the new retail price of 35c and up

Unusual conditions created this price. It enables you to make a fair margin on your pipe sales. Co-operation in maintaining the price will work to YOUR advantage.

The new price is being featured in all our advertising.

William Demuth & Company
230 FIFTH AVENUE
New York City

Distinctive vs. Commonplace



Consider the large number of cigars packed in wooden boxes—each box practically the same size and shape.

You then realize the advantage of putting your product in a distinctive container.

HEEKIN CANS

are lithographed in attractive, attention-compelling designs and colors, originated by our staff of artists. Your smokes, when packed in Heekin Cans, because of the attractiveness, will receive a prominent position on the dealer's case, thus increasing the sale of your product.

Get in touch with us—we'll gladly submit color sketches for a distinctive design. For cigars, stogies, snuff, chewing or smoking tobacco, our cans are unsurpassed containers.

Send for sample

THE HEEKIN CAN COMPANY
Culvert, 6th and New Streets
CINCINNATI, O.

"Heekin Can Since 1901"

Flor de Jeitles
CLEAR HAVANA CIGAR
5¢
JEITLES & BLUMENTHAL, Ltd.
PHILADELPHIA.

Fancy Cigar Boxes
made by
Henry H. Sheip Mfg. Co.
Columbia Ave. and 6th St.
PHILADELPHIA

M. MELACHRINO & CO., Inc.
EGYPTIAN CIGARETTES
You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. / Capetown, South Africa } Calcutta, 10 Government Place / Alexandria, Rue Cherif Pacha / CAIRO, Head Office and Factory / Hamburg, 18-20 Grosse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD — PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVI. PHILADELPHIA AND NEW YORK, JUNE 15, 1916. No. 12.

FIBER CONTAINERS MAY BE USED FOR CIGARETTES SAYS COMMISSION

Interstate Commerce Commission Decision in R. J. Reynolds Tobacco Company Case Favors Fiber Board—Disapproves of Requirements for Strapping Cigarette Packages

IN the case of the R. J. Reynolds Tobacco Company against the Abilene & Southern and other railroads, the Interstate Commerce Commission has recently rendered a decision favorable to the use of fiber-board containers, and rejecting the contentions made by carriers in favor of the wood containers.

The Commission approved the requirements in the various freight classifications that wooden boxes of cigarettes shall be strapped, corded and sealed to entitle them to the first-class rate, and the requirement of the Western classification that fiber-board packages of cigarettes shall have a united outside measurement of not less than thirty inches. These requirements, the Commission held, are not unreasonable or unjustly discriminatory.

The Commission, however, disapproved of the requirements of the carriers throughout the country that fiber board, pulp board, and straw-board packages of cigarettes shall be strapped and sealed, or fastened with staples or stitched with wire at all openings, or subjected to other such requirements, in order to entitle them to the first-class rate.

Commissioner McChord, writing the decision for the Commission, remarked upon this latter point:

"The carriers urge as one matter of defense that the present arrangement whereby complainant may use fiber board would result in a considerable saving to a shipper, as compared with the cost of shipping in wood and strapping, cording and sealing. We think this contention is beside the question for the reason that if the use of fiber board containers is proper, complainant has an absolute right to use them, and any saving which may thereby be incurred over the cost of using the wooden box is a matter of no concern to the carrier.

"Although the temptation to steal cigarettes may be greater than with respect to tobacco, and possibly some of the other articles, and although the use of fiber-board boxes unprotected by straps and stitching may result in more theft, we think we are warranted in finding that the cost of strapping and stitching is too great as compared with the benefits derived therefrom, and that the requirement, therefore, constitutes an undue burden. We are of opinion that complainant has sustained the burden of proof. The general experience of defendants is not sufficient to combat complainant's showing and to establish the necessity of the requirement."

D. A. Schulte Visits Detroit

The appearance of D. A. Schulte in Detroit recently gave rise to the rumor that A. Schulte was contemplating entering the city with his retail chain. However, nothing further than the fact that he was in town transpired to verify such rumor. There are many reasons which may have led Mr. Schulte to visit Detroit aside from the desire to investigate conditions and locations as regards the establishment of chain stores.

HUNDREDS OF NEW AGENCIES IS PLAN OF UNITED CIGAR STORES

Directors at Special Meeting Decide Upon Expansion—Success of Agencies Leads to Development of That Branch—Big Advertising Campaign Planned To Boost Porto Rican Brands

AT a special meeting of the directors of the United Cigar Stores Company, held recently in New York, it was decided to open nine hundred new agencies during the present year. Attention will be directed particularly to the eastern section of the country, but it is understood that applications for agencies from any cities or towns where the "United" is not now represented, will receive consideration.

This project is the biggest attempted by the corporation in its fifteen years of existence, and the directors believe that it is justified because the company has a larger cash surplus than ever before in its history.

It is also pointed out that during the past year more than one hundred such agencies have been operating in territory adjacent to New York with great success. This has led to the belief that expansion along these lines will prove profitable and beneficial to the best interests of the corporation. Investigation shows that these agencies during the past year have enjoyed healthy increases in their businesses ranging anywhere from fifty to three hundred per cent.

Applicants for agencies will be carefully investigated. They must have an established trade, a good standing in the community and an excellent reputation.

One of the directors of the corporation has pointed out that great care must be exercised in choosing agents as the "United" is placing at their disposal good will which is valued at millions of dollars, and the corporation must be assured that their confidence is not misplaced, and that the agency plan will not be abused.

Only recently it was announced that the company would open one hundred and fifty additional stores, bringing the number up to more than one thousand. With the opening of more than nine hundred agencies, the number of these branches will then also exceed one thousand.

Early in July the "United" will launch an advertising campaign which will cost $250,000. The cigars to be advertised include "Ricoros," "La Restima" and "La Tunita," all Porto Rican brands. Double-page spreads will appear in the "Saturday Evening Post" and "Collier's Weekly."

It is easy to see that the branches as well as the stores will greatly benefit from this campaign, and it is not to be doubted that it will have the effect of bringing many new agencies to the ranks of the "United."

Hamper Estate Valued at $600,000

The estate of Walter R. Hamper, president of the Globe Tobacco Company, Detroit, Mich., who died a few days ago, is listed at $600,000, divided evenly between real estate and personal property, in a probate petition filed by Charles M. Hamper, secretary and treasurer of the company and a nephew of the late head of the firm.

One sister, eight nephews and seven nieces are named as heirs.

San Francisco

Demand for Manila Brands Shows Improvement—"Webster" Man Calling on Los Angeles Trade—Simon Batt & Company Getting Splendid Results on "Palo" Brand

San Francisco, June 5, 1916.

SOME of the Pacific Coast jobbing houses are complaining a little that the volume of spring business has not been larger. While retail trade in the larger cities has showed a tendency to improve as the season advanced, it has not been particularly heavy at any time; and in the country, business has been more or less retarded by the dry weather and fear of short crops in the farming sections. The mining sections and all portions of this territory not directly influenced by the rains are doing a good business.

Solly Siebenhauer, who is said to have had a longer continuous record in the wholesale cigar business of San Francisco than any other man, is now out of the fight temporarily, having been confined to a local hospital by illness for a week or two. Mr. Siebenhauer has for the past year been associated with the San Francisco office of La Prueba Cigar factory of Manila, and his illness leaves the entire management to Mr. Hosaeus, vice-president of the company and manager for the United States. Mr. Hosaeus says that the Manila cigar business is picking up nicely, not only in the San Francisco territory, but throughout the United States. The demand for some sizes has been beyond his expectations and has left him temporarily a little short on these grades.

Dave Black, known to fame as a window dresser of cigar stores, has just returned from a trip over a good part of the Pacific Coast in the interest of the "Philip Morris" and "Unis" cigarettes. He reports that the outlook is splendid everywhere.

C. W. McCormick, Western representative of Y. Pendas & Alvarez, makers of the "Webster" brand of cigars, left for the South a few days ago and will spend the next week or two looking up his connections in Los Angeles and in the tributary territory. He found the spring a busy one in the San Francisco territory, where the "Webster" is distributed through H. L. Judell & Company, the Front Street wholesalers.

After a brief stay in this city, R. C. Hammond, traveling representative of Cuesta, Rey & Company, continued his trip on south to Los Angeles, where he is spending the early part of June.

William Haas, head and founder of the well-known wholesale grocery and cigar house of Haas Brothers, died suddenly of heart trouble at his home in this city a few days ago. He was sixty-seven years old. The company has been in the grocery jobbing business for many years, but took up the wholesaling of cigars only a year or two ago.

G. H. Coleman of Eureka, Cal., has been in San Francisco this week calling on the trade. He reports the redwood region as prosperous, though the lumbermen are not particularly pleased with the tying up of shipping by the longshoremen's strike.

E. J. Stolz and Joe Rinaldo, the former the Western traveling representative of the "Palo" brand of cigars, and the latter the wholesale distributor for the same cigar in the San Francisco field, have certainly done some effective work during the last few weeks. Every dealer in San Francisco and in the region immediately dependent on this city has heard of "Palo." Most of them appear to have stocked up with the new cigar; and, according to interested parties, the public is getting pretty well educated to "make a pal of 'Palo.'" Mr. Rinaldo is getting out some shipments by express to take care of some particularly urgent business. Now that the city itself is pretty well covered, Mr. Stolz is making a few short trips into the neighboring country.

The plans and specifications for the new John Bollman cigarette factory building are now complete, and it appears that the new structure will be about the most up-to-date thing in the way of factory construction that San Francisco has yet seen. Fireproof materials, an automatic fire alarm system and an automatic sprinkler system serve to make the fire hazard and the insurance rates very low. Showers, rest rooms, kitchenettes and other conveniences are provided for the company's employees. The building will have a spur track connecting it directly with the Southern Pacific Railroad. An inter-communicating telephone system, signal system and other conveniences are provided for.

E. R. Allenberg, one of the heavyweights of the traveling force of H. L. Judell & Company, who was out of the fight for several weeks on account of illness, is again at work this week, spending most of the time among the Oakland dealers. Other travelers of H. L. Judell & Company are also on the road. Mr. Glass is working the Northern California territory, and H. Edwards is interviewing the trade in the suburban cities and towns about San Francisco. Emil Judell, of the firm, is off this week for a run through the mining camps of Nevada, from which some rather encouraging reports are coming.

J. J. Dood and H. G. F. McPhail, proprietors of the Rendezvous cigar store at Lovelock, Nev., are branching out and will make their store more attractive with a well-supplied confectionery department. Another floor is to be added to the store.

C. J. Brown has bought out the wholesale and retail cigar and tobacco business of J. Blumingdale & Company at Fresno, Cal., taking possession on June 1st. Mr. Brown is well known in San Francisco, having been long connected with the Tobacco Company of California in this city.

Aaron Levy has bought out the Orpheum Annex Cigar Store, over which he has for a long time presided as manager. M. Blum, the former owner, will probably retire from the trade.

H. L. Judell, the well-known wholesaler who recently took up the distribution of the "Mi Hogar" brand of cigars, reports that the new line is coming along nicely and that he has already made a big placement of the line.

Dave Peyser, Western representative of the "Charles Denby" cigar, manufactured by H. Fendrich, returned to San Francisco this week after a trip down the San Joaquin Valley. He will make his local headquarters with Haas Brothers, distributors of the "Charles Denby." Allen.

No Stamps on Travelers' Cigars

According to a ruling issued by the Treasury Department, customs inspection stamps are not to be affixed to cigars, etc., imported in passengers' baggage. Instructions were issued to the collectors and other customs officers as follows:

"Hereafter the customs inspection stamps prescribed by Section 2804 of the Revised Statutes will not be affixed to the fifty cigars, or three hundred cigarettes, or three pounds of smoking tobacco allowed adult passengers under Article 361 of the Customs Regulations of 1915. As to cigars in excess of fifty and up to one thousand, or cigarettes in excess of three hundred and up to three thousand, they will be stamped only with the internal revenue stamps, which stamps, while in the possession of the customs officers and before being sold to passengers, will be stamped across the face with a rubber stamp bearing the legend, 'United States Customs, imported in passengers' baggage.' Customs officers handling passengers' baggage will provide themselves with the necessary rubber stamps for this purpose."

Philadelphia Notes

John C. Boltz, Jr., has recently become connected with E. M. Schwarz & Company, of New York.

"El Producto," the popular G. H. P. cigar, is well placed in the clubs and high-grade stores.

B. B. Freitag, of Schinasi Brothers, came to town recently in the interest of "Natural" cigarettes.

"Bold" Panatelas show an increased distribution and have made an immediate hit with the smokers of that brand.

An attractive display of "Melachrino" cigarettes was shown in one of the windows of the Yahn & McDonnell store, at Juniper and Market Streets, last week.

H. N. Norden, of the Standard Tobacco Company, was a recent visitor who put in some hard work on the "Arcadia Mixture" cigarettes.

Henry Ottenberg, the well-known Manila cigar representative, called on the trade in this city recently. As usual he was able to secure a good bunch of orders for his brands.

James Reilly, formerly representative of the "Themelis" cigarette is now in Atlantic City working a campaign on the "Optimo" cigar, manufactured by A. Santaella & Company.

The "Alexander Humboldt" cigar, manufactured by Alvarez, Mendez & Company, is well placed in the business section. This shade-grown product has made a good showing thus far.

Thomas F. Healy, United States and Canadian representative of Allones, Limited, was a recent visitor. The "Ramon Allones" brand continues to have a steady call among the smokers of the higher-priced cigars.

The "Admiration" cigar is to be found in more sections of the city than ever before, if one can depend on observation. Not only are they well placed in the central business section, but they can be procured in many of the better class of shops in the outlying residential districts. Credit for this belongs to Frings Brothers, the local distributors.

Order From Verdun for Yahn & McDonnell

CHARLES WATERS, manager of the Widener Building store of Yahn & McDonnell, is in receipt of a cablegram from a friend in France, ordering one hundred "Juan de Fuca" cigars. The friend is with a French ambulance corps before Verdun, and, as cigars are a scarcity and "Juan de Fucas" not to be had for love or money, he cabled his friend, Charlie, to help him out. The "Juan de Fuca" brand is made by the Morgan Cigar Company.

Thirty-three Cigar Men Indicted

Thirty-three of the dealers and manufacturers, in a small way, of cigars and tobacco, who were arrested a short time ago by special agents of the Internal Revenue Department, sent here from Washington, were indicted recently by the Federal grand jury for violating the Internal Revenue Laws.

The technical offenses with which the defendants are charged are failing to display a proper sign on their factories, selling cigars not properly boxed and stamped, failing to keep books prescribed by the Commissioner of Internal Revenue, and failing to make daily entries of the amounts of tobacco manufactured, and sold, as required by law.

Mose Balsamo Takes Over Jim Argyle's Stand in Braddock

J. Mose Balsamo, a familiar figure to frequenters of Ward's Cafe, in Braddock, Pa., has made an exit from cafe life and is now a full-fledged tobacconist. In addition Mr. Balsamo is heralded as the leading tobacconist of that thriving city. And just to prove it, here are some of the brands found in Mr. Balsamo's showcases: "Admiration," "El Roi-Tan," "El Verso," "La Saramita," "Muriel," "Girard," "Flor de Melba," "La Preferencia," "Owl," "Tom Keene," "Judge Wright," "Cinco," "Roig's," "John Ruskin," "Duquesne Club," "Class," "Counsellor," "Little Bobbie," "Havana Ribbon" and—well there are forty-nine different brands of cigars in the cases.

And it is entirely proper in speaking of this busy store to call attention to the fact that Mr. Balsamo carries fifty-five different stogie brands.

For fifteen years this store was run by Jim Argyle, but Mr. Balsamo, tiring of the cafe business, came along and made Jim an offer, which was accepted, hence the title of "leading tobacconist" succeeds to Mr. Balsamo. For the benefit of any salesmen who do not know the store, we mention that it is located at 717 Braddock Avenue. Mr. Balsamo needs at least one more cigar to bring the number of brands up to fifty. Who'll make it fifty?

IRREGULAR PAGINATION

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On another page we print the address of Henry Wise on the subject of "Trade-marks," given before the Tobacco Merchants' Association Convention. It is comprehensive in its scope and is well worth the careful reading of every person interested in the subject. If some of the ideas set forth by Mr. Wise are followed, the trade can look forward to much less trouble and litigation in this branch of the industry. If only as a matter of information, Mr. Wise, in presenting an address on this subject, rendered the trade a splendid service.

Trade-Marks

"Smoke Moderately!" A striking sentence in a much-talked-of advertisement that has recently appeared in several national weeklies. The advertiser knows that excessive smoking limits a man's capacity for smoking in the future, and he tells him so. He knows that an excessive smoker created by this advertisement becomes a loss, because he will not be a purchaser for a very long time. On the other hand, the moderate smoker is possibly a permanent customer on that brand.

"Smoke Moderately!"

Thus one far-sighted advertiser looks beyond the present and builds for the future. He wants the money which was invested to create a customer, today, to keep on earning. As long as the trade is held, the factories are busy and the profits are certain. He wants the man to avoid surfeiting himself with cigars because it is the exceptional man who is physically able to continue to do it indefinitely.

For several years cigarette sales have shown enormous increases. We note with interest that the production for the first three months of this year exceeds that of the same period last year by nearly one and one-half billions of cigarettes. Advertising has been largely responsible for this. War orders may have added to the total. Improved business conditions may have contributed to the increase. Certainly the cigarette is becoming more and more popular with all classes. Wherever there is smoking, the cigarette is found in growing numbers.

While physicians admit that the cigarette is the mildest form of tobacco, it is probably easier to carry its use to excess than that of the cigar.

Somewhere there is a point of "saturation." It is possible to conceive of a nation surfeited with the cigarette if it is not used intelligently. The advertising of certain cigarette brands has mildly urged moderation.

There is nothing to supplant the cigarette. Aside from the places where it is admitted by convention today, it has a peculiar function with the smoker. There is a time when neither the pipe nor cigar can give the satisfaction, the pleasure, or complete enjoyment of a good cigarette. Then, it must be a cigarette or nothing.

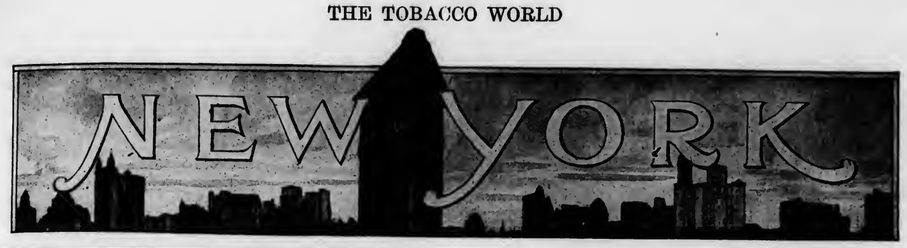
When a man tires of a thing, however, it is different. The cleverest advertising and the finest quality won't bring him back. The increasing sales do not indicate that the nation is by any means becoming surfeited, but in looking into the future the possibility arises. Is the cigarette approaching that point?

Jacob Wertheim Heads Jewish Relief Fund

Jacob Wertheim, president of the Tobacco Merchants' Association, is devoting tremendous energy to the work of the great fund now being raised among the American Jewish people for the relief of the Jewish sufferers from the war in all parts of Europe.

Mr. Wertheim since his retirement from the cigar field has been steadily engaged in philanthropic work of various sorts, and is just the man to push through the great enterprise now in hand. He says they want only ten million dollars, and he intimated that about twenty men had practically pledged themselves to take care of three million of this amount.

The "Bold" cigar is making a big hit in Boston, according to Louis Sachs, of Rosenthal Brothers & Bendetson, the distributors. Mr. Sachs says that they cannot get enough of the brand to supply the demand. Its distribution is nearly perfect, and dealers report that they are selling fast.



Heard on Broadway

M. A. Gunst has arrived in New York from the Pacific Coast for his usual summer visit.

Harry Mills, representative of the "Belinda" cigar, has removed his offices to 930 St. Nicholas Avenue.

J. M. Gans left town recently on a trip to Baltimore. "La Muna" cigars continue to have a heavy call.

Enrique Pendas, Tampa manager of the Havana-American Company, is in New York on a brief visit.

Among the recent visitors from Detroit were Albert Worch and Charles J. Spietz, of the Wayne Cigar Company.

The 15th of June marks the date that Henry Durlach, of Durlach Brothers, will wed Miss Emma Kline, of St. Louis.

P. A. Wysard, vice-president of the Havana-American Company, has left New York for a trip through the South. He expects to be gone about a month.

The employes of Julius Klorfein, manufacturer of the "Garcia Grande" cigar, will hold their annual outing at Belvidere Park, North Beach, Long Island, on July 8th.

M. W. Berriman has left for Tampa and Havana. "Jose Vila" cigars show a healthy demand and the factory is receiving a steady flow of orders according to the latest reports.

Louis G. Smith & Company have been waging a campaign on the "Say-So" brand, made by S. R. Moss & Company. Chester Moss is the factory representative in New York City.

W. T. Rison, vice-president of the Havana-American Company, was married on the 12th to Miss Sarah Gaston, of Montgomery, Ala. The ceremony was performed in Montgomery.

Harry Loewenthal, of S. Loewenthal & Sons, is the recipient of many hand shakes and congratulatory words. Mr. Loewenthal has become the proud father of a very young daughter.

Sidney J. Freeman has returned to his New York offices after a successful trip through the South. Mr. Freeman and his sons constitute one of the live-wire firms in the Manila business.

Bowring & Company have received advices regarding a shipment of 500,000 Manila cigars, which should arrive this week. Ernest J. Moss has secured some excellent accounts in the South and West for the "La Giralda" brand.

Charles Dushkind—Guest of Honor

THE services of Mr. Dushkind, secretary and counsel of the Tobacco Merchants' Association, were not forgotten when some thirty members of the tobacco industry tendered that gentleman a testimonial luncheon at the Hotel Astor last Monday. As a matter of fact the gathering was for the purpose of proving to Mr. Dushkind that his efforts had been appreciated.

The recognition took a more substantial form than that of a luncheon when Asa Lemlein presented the guest of honor with a handsome mahogany chest containing a 96-piece silver service.

The gathering and presentation were arranged by a committee consisting of Edward Wise, Asa Lemlein and Leon Schinasi.

Speeches were made by O. J. Gude and Asa Lemlein. Mr. Dushkind recovered from the shock of the presentation sufficiently to thank those present for the gift and to assure them of his most earnest efforts in serving the best interests of the Tobacco Merchants' Association.

M. A. Bouvier Heads "United" Agencies

With the development of the agency branch of the United Cigar Stores Company, M. A. Bouvier, former assistant vice-president, has been made the head of the department which controls the agency end of the business.

Mr. Bouvier was made a director of the company last January, and has been manager of the down-town and Brooklyn districts. With his promotion to the head of the agency department, Julius Schwartz succeeds to Mr. Bouvier's former position. Mr. Schwartz has been in charge of the uptown sales districts.

Weyman-Bruton Company Moves Uptown

The Weyman-Bruton Company, one of the largest distributors of snuff and tobacco, now at No. 50 Union Square, have leased the entire fourteenth floor in the Albemarle Building, just completed, at the northwest corner of Broadway and Twenty-fourth Street. Douglas Robinson, Charles S. Brown Company and Marston & Company were the brokers in the transaction.

Asa Lemlein—Organizer

The tobacco industry has always been prolific of men who understood the art of organization, but to those in the know, few men have anything on Asa Lemlein, New York manager of E. H. Gato Cigar Company, when it comes to preparing a testimonial luncheon or aranging in the way of a trade function of a social nature. The recent luncheon to Charles Dushkind at the Astor Hotel gave ample proof of Mr. Lemlein's ability in this direction, and one of the guests present told the writer that Mr. Lemlein was famous years ago among the traveling men's fraternities for his skill and untiring work in promoting smokers, luncheons and dinners in the United Commercial Travelers and kindred bodies.

Herbert Kaufman's Epigrams

Presented by Mr. Kaufman at the First Annual Convention Banquet of the Tobacco Merchants' Association

CALL on your imagination for the most improbable undertaking, and within six months somebody will be filing a caveat in the Patent Office for a contrivance to fill the bill.

Yet all that we have done is but a skirmish before the big battles of civilization—the fights against ignorance and crudity and waste and inefficiency.

Yesterday's heritage of knowledge is a tupenny estate. Throw it into the rag bag of your brain.

Old ideas are as out of fashion as your grandfather's bell-crowned beaver of his befrogged greatcoat.

Time was when schools were the pacemakers, when men found their information and inspiration in the books, but now it is the worker who inspires the scholar.

Action has outsped theory. We are creating so incessantly and forging ahead so rapidly that text-books are frequently out of date before they are out of print.

If we are to reap the full advantage of the myriad possibilities offered by the twentieth century, we must adopt newer systems, newer methods, readjust ourselves and our calculations so that we may efficiently capitalize opportunity.

Today the past cannot serve as a tutor.

Old keys will not unlock future problems.

We must establish new ideals, prepare to increase the productions of earth and brain, adopt new standards and anticipate the inevitable evolutions and revolutions in commerce, industry, labor and education.

Civilization is discarding old rules and old tools.

Minds must become more adaptable and flexible.

No man standing at the threshold of his career can foretell how soon the discovery of some new force, the invention of some new machine, the application of some new formula, will frustate his plans and force him to seek a new line of endeavor or another means of livelihood.

You used an idea yesterday; what have you done to replace it?

A wise forester plants a tree very time he cuts one. Wise workers daily restock their brains.

The "man ahead" has already won his position—the "man behind" wants yours.

You can't overtake your leaders, and you'll be passed by your subordinates if you don't think harder, faster and better than either.

This is the century of speed—of rapid transit minds.

The clock is the real mint of civilization. The most precious thing under the sun today is a minute, and he who can do the most with it can command the most for it.

Every employer who is not utilizing the latest notions is doomed to defeat at the hands of an alert rival.

You can no longer make a living on your own terms—the other fellow won't let you.

You can't stick in old ruts. Enterprise will shove you off the highways of success.

Every year it becomes a harder problem for a back number to make a living.

Steady study is your only protection.

Practice has long since outsped theory. The university of action is far ahead of every other college.

If you want to keep earning you must keep learning.

No concern is on a sound basis which is not acquainted with the most recent methods of production and distribution.

Every time the clock clicks somebody, somewhere, is finding a better way for doing an old thing.

Big business begins to outsell the little fellow in the purchasing department. It buys by eye, not ear—considers facts, not claims—takes nothing for granted—reduces costs by reducing chances.

Raw products are not processed until found fit. Shortcomings are detected before the goods have a chance to reach the work-bench.

Money, hours and reputation are protected by a few simple precautions. Neither labor nor time are invested in faulty materials.

Friendship and pull are obsolete passkeys, where efficiency passes judgment. The most that glib salesmanship can hope for is a chance to display wares—after that quality must talk. Influence may secure a hearing, but only merit can land the order.

Bankruptcy is inevitable for any plant which does not anticipate possibilities for dissatisfaction and loss in the testing room.

How do you guard your business against the invasions of inferior stuff?

A certain railroad recently decided that it couldn't afford its dining-car superintendent; his economies were too expensive; he earned too much for his department.

Naturally anxious to make the best possible showing, he figured that he could save money by running the same bill of fare for weeks at a stretch; it cut down his printing bills and enabled him to utilize his supplies without waste. His annual report showed an increased profit of several thousand dollars, but the traceable fare loss, in one city alone, that same year exceeded fifty thousand dollars. The constantly repeated menus grew intolerable to regular travelers. They wanted variety. It dulled their appetite to read the same old list of dishes day after day, and a rival road, which could see more money in fifty-dollar round trips, than in commissary scrimpings, got their patronage.

This is an excellent example of bad corporation control. It typifies a condition which prevails in countless concerns. Many profits lead to losses. Shortsighted, grasping policies do not pay. The principle of management is comprehension of the relative importance of different departments. Commercial and industrial organizations must be run like a baseball game; there are times when sacrifice hits are required to win.

Subordinates generally, are obsessed with the idea that their promotion depends solely upon ability to make money on every transaction, but there is no profit in any deal which kills a customer. Certain expenses must be charged up to good will and every dollar invested in good will is capital.

Success demands efficient direction, and there is no true efficiency where right hands do not learn what left hands are doing. No one branch of an organization can be permitted to proceed with its plans until it has been demonstrated that they do not conflict with the calculations of more important divisions. This means real team work, but team work requires watchful coaching. It's hard to knock the grandstand play out of the average man's ideas and get him to realize that the team score has right of way over the individual record.

The community interest is paramount. Every man occupying a post of responsibility is handicapped and handicaps his associates, if he is not thoroughly drilled in cooperation and kept acquainted with the purposes and performances of his co-workers. Blind men are bound to bungle.

But the world can find plenty men to handle its big jobs.

No trouble now-a-days to get folks who'll ship an isthmus or move a mountain or bore a river for you.

The erection of a sixty-story sky-scraper no longer excites our imagination.

Accomplishing impossibilities is an every-day trade.

We are thoroughly equipped for Titan tasks. We carry a full assortment of trip hammers and steam shovels, and subway drills in our tool kits.

If you can pay the bill there are a thousand quiet, bespectacled gentlemen who will seriously undertake a transcontinental tunnel or a fifty-block hotel.

Big figures don't frighten us—modern arithmetic specializes in tremendous calculations. The new civilization dares to achieve what yesterday feared to dream.

There are a hundred markets from which we can secure competent wizards.

There's a glut of leaders and generals.

The school of progress is educating enough merchant princes, engineers, inventors and scientists to cope with the demands of the time, but we are short on office boys.

We lack folks who'll do small things in a big way.

There is a weak link in our chain of organization.

We pay too much for errors. Their cost is pro rata to the scale of our calculations.

We have been so eager and absorbed in the perfecting of driving wheels and gears that we have forgotten all about the bolts, nuts and screws. And this very disregard of seemingly trifling details has magnified and multiplied their opportunities to create harm and play havoc. A minor mind becomes negatively powerful the instant it is permitted to assume a responsible obligation in a vital undertaking. The moment a valuable letter is entrusted to an errand boy, for the time being, he becomes the most important factor in the series of operations which have culminated in the communication delegated to his care. If he fails to promptly and precisely fulfill his orders, all the effort, ingenuity and intelligence antecedent to his entry into the situation are jeopardized.

Special trains of thought are regularly derailed by the asinine interruptions of incompetent underlings.

Long-established and profitable accounts are daily lost by bungling employees.

Watch your little people. You are apt to underestimate their capacity for damage. Because they cannot create, you are liable to forget their power to wreck. A crawfish cannot build a dyke, but it can dig a hole that will destroy one.

A half wit isn't capable of construction, but he can do a mighty lot of tearing down. The vandals could not raise a Rome of their own, yet they laid waste the city of the "Seven Hills."

Turn your attention to the lower ranks of your organization and safeguard yourself against the further depredations of ignorance and shiftlessness.

Investigate your debits and trace their source, and you will be staggered at the real size of a certain section of your pay roll. There are ten thousand institutions in America immediately in need of men and boys who will fill five hundred dollar jobs in a five thousand dollar way. If you can get one at the price, don't haggle—he's worth the money.

Goldberg, Bowen & Company Take on Upmann Line

Goldberg, Bowen & Company, of San Francisco, have taken over the New York line of Carl Upmann cigars, which they regard as the finest line of shade-grown cigars manufactured in America. The Upmann line of goods has been on the market for forty years and has enjoyed great favor with fastidious smokers in most of the great clubs throughout the country. Between June 15th and July 1st an active campaign will be inaugurated throughout California, and the "Carl Upmann" cigar will be pushed to the front rapidly.

Helping Dealers With Advertising on "Robert Burns"

Dealers who sell 10-cent cigars will be interested in the advertising being done by the United Cigar Manufacturers' Company on the "Robert Burns" cigar. Through the use of the Saturday Evening Post, The Literary Digest and Collier's Weekly, an appeal is being made to smokers of the higher grade cigars, directing their attention to the "Robert Burns" brand. It is calculated that approximately 1,000,000 smokers of 10-cent cigars are being reached by these advertisements.

A two-page advertisement elsewhere in the issue of "The Tobacco World" represents the third of the series which the United Cigar Manufacturers' Company has placed in the above-mentioned national weeklies. This advertising ranks as one of the largest advertisements ever carried on cigar brands.

Dealers of foresight cannot fail to take advantage of this campaign which is being carried on in behalf of the "Robert Burns" brand. It will inspire new customers for the cigar in every hamlet and city and the wide-awake dealer should be prepared to take care of the new trade which this advertising is creating.

Herbert Kaufman has truly said that for any advertising campaign to be a success, merit must be in the product, and it must also live up to its advertised claims. It is reasonable to suppose that a campaign of such vast extent as this would not be undertaken if the manufacturers did not know that the cigar lived up to every claim made for it.

New Ruling on English Tobacco Imports

Announcement has been made by the London Board of Trade that in view of the increasing scarcity of tonnage and the position of the tobacco trade regarding tobacco bought and paid for before the issue of the proclamation prohibiting its import, they have withdrawn their proposal to grant licenses for tobacco which had been purchased before February 15th.

They are, however, prepared to grant licenses for the importation into the United Kingdom between June 1, 1916, and May 31, 1917, of a quantity of tobacco intended for home consumption not exceeding in the aggregate one-third of the quantity so imported in the calendar year 1915. Regulations under which licenses will be granted will shortly be issued.

A different arrangement is in contemplation for the admission of tobacco destined for export abroad or to dispatch to H. M. Expeditionary Forces, and details of this arrangement will be announced as soon as possible.

Since the war began the imports of unmanufactured tobacco had increased considerably. In 1915 they amounted to 205,932,696 pounds, valued at £7,616,886, while in 1913 they were 162,365,925 pounds, valued at £6,709,082.

In February a proclamation was issued prohibiting as from March 1st the importation of tobacco, unmanufactured and manufactured, including cigars and cigarettes. Subsequently, however, a committee was appointed by the President of the Board of Trade to advise the board as to the issue in special circumstances of licenses for the importation of tobacco, and early in March it was announced that all consignments of tobacco, manufactured or unmanufactured, which could be proved to have been dispatched to the consignees from the place of origin on or before February, 1915, would be allowed to be imported on arrival in this country. This proposal, however, is now withdrawn by the Board of Trade, which is prepared instead to grant licenses for the importation of one-third of the quantity imported in the calendar year 1915.

ST. ELMO CIGAR COMPANY LOSES APPEAL

Customs Appeals Court Upholds Classification—Leaves Would Wrap Normal Cigar

THE United States Court of Customs Appeals, in passing adversely on claims of the St. Elmo Cigar Company, of Los Angeles, has avoided an expression of opinion on the interpretation to be given that part of the leaf tobacco paragraph of the present tariff law relating to the size of wrappers to be used in making cigars. This omission leaves the construction of the law's provision to future litigation.

The difference between the Government and the St. Elmo firm had its start when the customs authorities at Los Angeles took duty at the rate of $1.85 per pound on many importations as tobacco, on the ground that more than 15 per cent. of wrapper tobacco was mixed with filler tobacco in the consignments. The cigar concern appealed to the Board of General Appraisers, claiming that the importations contained less than 15 per cent. of wrappers, and that the proper duty rate accordingly should have been but 35 cents a pound.

In addition to that claim counsel for the importing company alleged that the change made in the wording of the tobacco paragraph at the last revision was material, since the question of the proper size of leaf tobacco to be used in making cigars was involved. The Tariff Acts of 1897 and 1909 made no reference to the "size" of leaves, whereas in the present law it is provided that "the term wrapper tobacco means that quality of leaf tobacco which has the required color, texture, and burn, and is of sufficient size for cigar wrappers." The St. Elmo lawyers argued that the leaves in most of the bales were not large enough for cigar wrappers, and asserted that the lower rate accruing on filler tobacco should govern.

The board found against both contentions, it being held that the classifications at the higher rate returned by Collector Elliott were correct, while it was decided that the leaves were of sufficient size to wrap cigars of normal proportions.

Judge De Vries, in his decision written for the Customs Court, said it was not necessary on the record presented in the St. Elmo case to pass upon the question of size. In affirming the board the court said:

"The record is voluminous and there is sharp conflict between the testimony upon the part of the importer and the Government as to every material issue. The burden of proof was upon the importers to establish by a convincing preponderance of the evidence, whatever their legal theory, all the material allegations of their protest; but, upon every such material issue they were met by conflicting and contradictory evidence in behalf of the Government. Upon this evidence the board found against the importer. Decision affirmed."

The action of the court makes it practically certain that the St. Elmo Cigar Company will not recover several thousands of dollars, representing duties claimed by the firm to have been illegally exacted by the Government. The St. Elmo suit had the effect of bringing about stricter inspections of tobacco importations all along the Pacific Coast, it being asserted in Government quarters that the Treasury Department had lost large sums through lax examinations covering a long period of years.

M. Newmark & Company, distributors for the "El Dallo" cigar in Los Angeles, has worked up a good trade on the brand and it now enjoys a steady call in many of the first-class stores.

Deaths in the Trade

B. F. Stevens

News of the death of B. F. Stevens, one of the founders and a former president of the Liggett & Myers Tobacco Company, was recently received in this city.

Mr. Stevens died at his home in Martinsville, Va., at the age of eighty.

Mr. Stevens was born in Iowa. He joined the Northern army at the outbreak of the Civil War and served as a major in campaigns through Arkansas and Texas. At the close of the war he settled at Alton, where he was a member of the firm of Myers & Drummond. In 1878 he removed to St. Louis and became identified with the Liggett & Myers Company.

In 1895 he sold his stock in the company and removed to Martinsville. He is survived by his wife, Mrs. Elizabeth Stevens; one daughter, Mrs. Panill Rucker, of Martinsville, and several cousins in St. Louis.

Henry Hirsch

Henry Hirsch, one time senior partner of the tobacco firm of Hirsch, Victorious & Company, died recently at his home, 116 East Ninety-first Street, New York City. His death was caused by hardening of the arteries. Mr. Hirsch was seventy-seven years old and two years ago celebrated his golden wedding anniversary. He was born in Germany and came to this country as a youth.

Besides his wife he is survived by one son and five daughters. He was a member of the Ethical Culture Society and was connected with a number of Hebrew charities.

Walter R. Hamper

Walter R. Hamper, president and general manager of the Globe Tobacco Company, Detroit, Mich., died recently in a hospital in that city. He was fifty-six years old and was regarded as one of the most expert tobacconists in the country. He came to Detroit when nineteen years of age and went into the tobacco business, making a thorough study of it throughout the time of his connection with it.

The deceased never married. He is survived by a sister, a nephew, and a niece, Mrs. Robert Mantell, widow of the famous tragedian.

Mark O. Robinson

The death of Mark O. Robinson, a former cigar manufacturer of Manchester, N. H., occurred recently. While he had been in ill health for the past three or four months Mr. Robinson was not confined to his bed and up to within a few minutes of his demise was apparently strong.

Mr. Robinson was born in Manchester fifty-eight years ago.

Over thirty years ago Mr. Robinson with his brother, James W. Robinson, opened a cigar establishment at 790 Elm Street, that city. Their brand of cigars became one of the most popular in the State and the output was big. For a quarter of a century he was in the cigar business.

The announcement of his sudden death will be learned with regret by a host of his friends.

His survivors are his widow: four sons, Mark F., Ralph A., James and Edward, all of Manchester; and one brother, James W. Robinson, of Boston.

"Havana Ribbon" cigars have made a hit in Cincinnati, and a number of dealers have recently added the brand to their stocks. The D. A. Wolf Company has put in some very productive work on the cigar.

The Home of the Famous "La Mega" Cigar

Herewith is shown the factory of V. Guerra, Diaz & Company, Tampa, Florida, where the well-known "La Mega" cigar is manufactured in bond.

Philip Morris & Company Show Increased Output

F. S. Lucey, of Philip Morris & Company, is one of the keenest students in the trade of conditions which affect their business, and has always on tap a few most original deductions which epitomize the true state of affairs.

Chatting a few days ago about the cigarette business, Mr. Lucey called attention to the interesting increase in the sale of Philip Morris cigarettes in all territories where munitions are made. In such centers as Pittsburgh, Waterbury and Bridgeport, he stated that the increased sales on their goods during the past six months had shown a 100 per cent. increased output as compared with the records of eighteen months ago. In other words, added Mr. Lucey, give the American the money and he will buy the best the market affords.

President Thomson, of Philip Morris & Company, is remaining in the United States for the present, and will shortly undergo an operation at the hands of an American eye specialist.

Mr. Lucey visited Philadelphia for a few days on his return trip from the Washington convention, and received a most cordial reception from the Philadelphia trade. He was piloted around by Mr. Richmond, their representative, and did not fail to find "the little brown boxes" well to the front wherever he touched.

Alfred Esberg, of the United Cigar Manufacturers' Company, paid his first visit to Detroit in several years last month.

The Moos Company is putting on a big campaign in Chicago in the interests of the "Palma Villa" brand. The cigar has been prominently displayed, and a good distribution has been secured.

Counsellor Dushkind Before Classification Committee

Counsellor Charles Dushkind appeared before the Southern Classification Committee at its session in Atlantic City, last Monday, and demanded a change in the classification of the railroad companies represented by that committee, so as to permit the shipping of cigars in fibre-board boxes.

Both the Western Classification Committee and the Official Classification Committee have already authorized the use of fibre-board containers for cigar shipments, but the Southern Classification Committee, which covers the territory south of the Potomac River and east of the Mississippi River, are still limiting cigar shipments to wooden boxes.

Mr. Dushkind argued that the use of fibre-board boxes as suitable containers for shipping purposes, is no longer an experiment. He contended that its usefulness and its superiority over the wooden box has been fully demonstrated. He exhibited records showing that the real opposition to the use of fibre-board comes from the lumber interests, and he asserted that the efforts of the lumber interests to thus stop industrial progress is on a par with the efforts of the labor unions in olden times to check the progress and development of machinery and mechanical appliances to supplant human labor.

The lumber people, Mr. Dushkind said, would do much better if they would endeavor to find some new outlet for lumber than to place obstacles in the way of the use of fibre-board boxes.

In a few days, Mr. Dushkind will submit a brief dealing with the entire question in an elaborate manner.

Fire of unknown origin recently damaged the building and stock of the Western Cigar Company, located at 1221 Gerst Way, Pittsburgh, Pa.

The Cuban Market

From Our Exclusive Bureau

Perseverancia No. 8

Havana, Cuba.

Havana, June 9, 1916.

OUR market during the past fortnight has kept up its activity and the sales have been almost as large as during the previous fortnight. American houses that are established here, as well as commission merchants operating for their American customers, have been active, and besides, the exporters for the Netherlands continued to be fairly well supplied with further orders. Cigarette manufacturers were also in evidence in the market, and the shippers for the Argentine Republic executed several orders.

Stocks are now so reduced that many grades cannot be found any longer; therefore it is no question of price, but an exhaustion of the leaf. There are still some very moderate stocks of first and a few second capaduras of Remedios, but one big buyer could easily purchase them all, if he were so disposed to act. Good Vuelta Abajo styles are hardly to be found, but there remain enough vegas of last year's crop still for sale.

Rains in the country have not been evenly distributed, but have been more of a sporadic nature, raining copiously in some places and in others not at all, or only very sparingly. Here in the City of Havana we have had mostly dry, hot weather, only occasionally broken by a short, although good, shower. This state of affairs has retarded the escogidas in the country in some places, and as the leaf needs longer piling this year, the new crop is retarded more or less from reaching our market. Prices continue to rule very high in all tobacco-growing sections, and this also is a serious obstacle to overcome, particularly so in the Santa Clara Province.

Sales during the second half of May totaled 17,139 bales, which divided represented: Vuelta Abajo and Semi-Vuelta, 10,946; Partido, 277, and Remedios, 5916 bales.

Buyers were: Americans, 6575; exporters to Europe, 8109; shippers to South America, 925; to Australia, 30, and our local manufacturers of cigars and cigarettes, 1500 bales.

Exports of leaf tobacco, from the port of Havana, from May 19 to June 7, 1916, totaled 20,001 bales, which were distributed to the following countries, viz.: To all ports of the United States, 10,872; to Canada, 289; to Gibraltar, 25; to the Netherlands, 7383; to the Canary Islands, 30; to Algiers, 70; to Mexico, 1; to Brazil, 2; to the Argentine Republic, 1210; to Chile, 89, and to Australia, 30 bales.

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Maximilian Stern, manager-general of the Henry Clay and Bock & Company and president of the Cuban Land and Leaf Tobacco Company, and Theodore Smith, of Hinsdale, Smith & Company.

From Tampa: Celestino Vega, of Celestino Vega & Company; Manuel Garcia, of Perfecto Garcia & Brother, and Andres Diaz, of Andres Diaz & Company.

From Amsterdam: Arend J. van den Corput, of A. J. van den Corput.

Departures—To New York: Theodore Smith, Maximilian Stern and Ladislao Menendez.

To Tampa: Celestino Vega and Andres Diaz.

To Spain: Don Pepin Rodriguez, Baldomero Fernandez, Pablo Quadreny and Jaime Quadreny.

Receipts of Leaf Tobacco From the Country

For three weeks ending June 2, 1916.			Since January 1, 1916.	
Vuelta Abajo	7,429	bales	30,236	bales
Semi Vuelta	789	"	2,322	"
Partido	33	"	610	"
Remedios	2,269	"	17,139	"
Oriente	201	"	2,798	"
Total	10,721	"	53,105	"

Leaf Tobacco

Ignacio Gonzalez informed us, that owing to the bad business outlook, he was liquidating the remnants of his stocks, and as soon as he should have realized them he would discontinue his business and retire from the field.

Manuel Lazo closed out all of his holdings of Vuelta Abajo, dating from 1913, 1914 and 1915. We have not learned whether he is also going to retire or not.

From a good source we learned that Leslie Pantin purchased over 5000 bales of leaf tobacco during the month of May for account of his customers.

Manolo Meneses, nephew of Leslie Pantin, was successfully operated upon for appendicitis and is nearly convalescent again.

Manuel A. Suarez & Company were sellers of 1500 bales of Vuelta Abajo and Remedios during the past fortnight.

The Cuban Land and Leaf Tobacco Company bought 3500 bales of late, for account of the local and American factories, this concern being in the habit to supply regularly.

Jose F. Rocha closed out 352 bales of his holdings of Vuelta Abajo and Remedios leaf in the last two weeks.

Shippers above 200 bales of leaf tobacco, from the port of Havana, during the past fortnight were: Virgilio Suarez, 1475 bales; Walter Sutter & Company, 1177 bales; Leslie Pantin, 583 bales; Perez, Capin & Company, 574 bales; J. Bernheim & Son, 521 bales; Ernest Ellinger & Company, 518 bales; Manuel Suarez, 502 bales; Menendez & Company, 490 bales; H. Upmann & Company, 400 bales; Cuban Land and Leaf Tobacco Company, 400 bales; J. F. Berndes & Company, 350 bales; Jose Suarez & Company, 310 bales; Y. Pendas & Alvarez, 255 bales; G. Arostegui, 249 bales; Manuel A. Suarez & Company, 247 bales; Rodriguez, Menendez & Company, 245 bales; M. A. Gunst & Company, 219 bales; Hinsdale, Smith & Company, 212 bales.

Cigars

The American smokers have behaved nobly by us, although we learn, that at the moment business is slacking off, as there are less orders in sight, and for this reason the majority of our factories have been forced to discharge some of their cigarmakers, although we heard that the Partagas factory was one of the few exceptions from the rule, having still enough orders on hand. Romeo y Julieta, H. Upmann, Por Larranaga, Punch and Sol and Devesa de Murias are working quite normally at this season of the year.

The following statistics of the exports of cigars, from the port of Havana, as per our official custom house returns speak eloquently enough about the sad picture of our cigar industry, caused by the European War, and lately about the shutting down of our principal outlet to Great Britain. At the rate we are progressing we shall soon have a deficit, as compared with last year, instead of a small surplus, as at present.

Exports from May 1 to May 31, 1916,	8,979,406	cigars
Exports from May 1 to May 31, 1915,	11,644,814	"
Decrease during the month of May, 1916,	2,665,409	"

Increases by countries in May, 1916, as compared with May, 1915:

United States	1,378,756	cigars
Chile	518,014	"
Australia	363,384	"
Argentine Republic	302,934	"
Canada	116,600	"
Egypt	94,600	"
Spanish Africa	89,725	"
Gibraltar	39,875	"
Canary Islands	33,550	"
Bolivia	33,000	"
Peru	32,300	"
Norway	25,000	"
Total	3,027,738	"

Decreases by countries in May, 1916, as compared with May, 1915:

Great Britain	4,652,239	cigars
France	568,925	"
Denmark	290,610	"
Dutch West Indies	67,100	"
British Africa	42,600	"
Spain	36,335	"
Panama	23,675	"
Sweden	23,000	"
Netherlands	20,490	"
Total	5,724,974	"

Exports from January 1, 1916, to May 31, 1916,	51,834,778	cigars
Exports from January 1, 1915, to May 31, 1915,	44,674,868	"
Increase during the first 5 months of the year 1916,	7,159,910	"

The ten principal consuming countries, which took over one million cigars from us in the year 1915, show the following changes during the first five months of 1916, as compared with 1915:

Decreases

France	1,010,025	cigars
Netherlands	168,790	"
Canada	38,750	"
Total	1,217,565	"

Increases

United States	4,672,481	cigars
Denmark	850,700	"
Chile	839,189	"
Argentine Republic	699,712	"
Australia	460,093	"
Spain	337,296	"
Great Britain	192,954	"
Total	8,052,425	"

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Trade Jottings

R. M. Ellis, of the Tobacco Products Company, paid a visit to Boston, recently.

The tobacco store of Benjamin T. Graham, 163 Broder Street, East Boston, Mass., was recently swept by fire.

Best & Russell stores in Memphis are making a fine showing on the "Van Dyck" and "Robert Burns" cigars.

"La Saramita" is proving so popular with the smokers that the Shields-Wertheim Company, of Cleveland, is taxed to capacity to supply the demand.

Noyes Brothers & Cutler, are the St. Paul jobbers for the "Garcia Grande" brand, made by Julius Klorfein. The cigar is well displayed throughout the city.

J. S. Manning, of M. Melachrino & Company, was a recent visitor in Birmingham, Ala., where he put in some work on the "Nestor" and "Melachrino" brands.

W. A. Rhea will shortly take over the building now occupied by Cloverdale Company, Main Street, Peabody, Mass., and will conduct there a first-class tobacco store.

The Robinson-Pettet Company, Louisville, Ky., have secured for that territory the agency of the "Cinco" cigar, manufactured by Otto Eisenlohr & Brothers, Philadelphia, Pa.

The "New Bachelor" brand has received an impetus in Buffalo. J. R. Gardner, the distributor, has recently put out some very attractive enameled signs advertising the cigar.

At a recent meeting of the Retail Merchants' Association of the Pittsburgh Chamber of Commerce, Herbert L. May, of the May Drug Company, was elected president of that body.

Harry Lewis, of the I. Lewis Cigar Manufacturing Company, was a recent visitor in St. Louis, where he found that the demand for "John Ruskin" and "Flor de Melba" was up to standard.

The factory of Kraus & Company, in Baltimore, is going to capacity to supply the demand for "In-B-Tween" cigars. Improvements have been made to the factory, which will increase their facilities.

Net earnings of the United Cigar Stores for the first five months of the year increased, according to a statement by officials, more than 40 per cent. as compared with the corresponding period last year.

Trade Marks

A Paper Delivered Before the Tobacco Merchants' Association Convention by Henry M. Wise

THE subject of trade-marks and unfair trade should be intensely interesting to every tobacco merchant. There is no industry in this country today more dependent upon its brands and trade-marks than the tobacco industry. A very large proportion of the assets of all tobacco merchants consists of brand values. And to make these values permanent requires not only quality merchandise, skillful advertising and fair trading, but, topping this, there must be a trade-mark or trade name which is the exclusive property of its owner, which no one else has an equal right to use. It is not always an easy task to select an apt and appropriate trade-mark, nor, having adopted it, is it always easy to protect it. If, therefore, I can help you choose a trade-mark, and then use it so that you can keep it as your very own, I will have been of some service to you in what is perhaps the most important phase of your business.

Trade-marks were not of much importance or interest in the sixteenth century, for there was only one trade-mark case reported in the law books of that period, and none again until 1742. From that time until 1845 there were only thirty-three trade-mark disputes which reached the courts, while in the one decade of 1875 to 1885 there were over five hundred. Today, our State and Federal courts are being called upon continually to hear trade-mark and unfair competition cases, and it has been most gratifying to learn that the Tobacco Merchants' Association is about to attempt, seriously, to have the trade-mark controversies of its members amicably adjusted by its own arbitral board. Nothing that any association or legislature can do will ever banish all trade-mark disputes. They will exist as long as dishonesty and fraud live. But it is possible to prevent a large number of innocent trade-mark imitations by taking a few simple precautions before deciding upon a trade-mark, and then following a few well-known rules in the raising of the infant mark after its birth.

Selection of a Trade-Mark

Before you decide upon a trade-mark, you should eliminate from the field of choice all words or devices, which are not subject to exclusive ownership; which are not, in legal phraseology, good, technical trade-marks. A geographical name, or a word descriptive of the cigar, cigarette or tobacco, or of its quality, ingredients or characteristics, should be shunned. A surname, or the name of any person, or even corporation, should not be chosen. Most all of our States have statutes on their books forbidding the use of the name or portrait of any living person without the consent of such person; so avoid them. The flag or coat of arms or other insignia of any country, State or municipality, or even of a club, society or institution, should not be used. It is a penal offense nearly everywhere to use the American flag for purposes of trade. But most important of all, do not choose a trade-mark which you know is similar to any other trade-mark owned and used by another on the same kind of merchandise. For if you should adopt a brand which is so close to some other as to be apt to confuse the public, you will not only be chosing a mark which you can never exclusively appropriate, but, what is far more serious in the early years of most marks, you will be extending a cordial invitation to your neighbor who owns that other mark, to sue you for an injunction, and, incidentally, for damages and your profits. So, at all cost, avoid, if possible, the selection of an infringing trade-mark.

When you have finally succeeded in banishing from your mind any trade-mark which falls in the foregoing category, you should try to select a word, symbol or device which is attractive both to the eye, and, if it be, as it should, a word-mark, to the ear. A fanciful or coined word is always a good trade-mark, and, usually, it is less apt to be like some other already in use. But first put yourself in the position of the consumer of your product and see if the mark appeals to you as a user of the article. Try it on some of your friends and see if it makes an impression, lasting and favorable, on them. The mark should be one which your public can readily retain in its mind without too much mental effort. And if it be one that makes a distinct impression, or paints some original or vivid picture in the mind of the buyer, a mark, if possible, with a mild shock to it, so much the better, and so much more have you accomplished in making your mark a friend, and not a mere acquaintance, of your customer. The really ideal trade-mark is one which has more or less of the foregoing characteristics, and, at the same time, is suggestive, mind you, not descriptive, but suggestive only of your product. If you are attempting to capture any particular nationality or race of people as your consuming public, be careful not to use anything, be it a word or symbol, which, because of some national or racial reason, would be offensive or even distasteful to them. Merchants have sent their wares to India packed under a symbol which was sacred to some of its people, and learned, too late, the cause of the failure of their enterprise. It is easy to avoid such pitfalls and yet they may spell the difference between success and failure. I need hardly add that you should make your package as attractive as possible. To do that, it is not necessary to create the impression that the consumer is only buying a container, or that at least three-fourths of the sales price represents the package cost. Steer a course midway between the two extremes, and then your trade-mark, if properly exploited, will do the rest.

Use of a Trade-Mark

When you have decided upon your mark and the particular style of dress under which you intend to launch it forth on its business career, you are generally called upon to make certain statements or choose some legend to be printed upon the labels or used in advertising. Be very careful not to make any misstatement or misrepresentation in so doing. Most of you gentlemen doubtless remember those days of old when it was a very general custom in the cigar industry to put the word "Havana" on all cigar labels, although there was hardly a sprig of Havana tobacco in the cigars, and when none of them had ever been nearer to Cuba than Pennsylvania. We all know now that "Havana" means either cigars made in Cuba, or cigars made entirely of tobacco grown on the Island of Cuba. And no one, save the utterly dishonest merchant, today has the temerity of misusing that word.

So, too, it is wrong to say cigarettes are made of Turkish tobacco, if part of it came from Virginia, or that something is "hand made," when machinery did everything but sell them. A New York manufacturer should not put Tampa or Key West on his labels. You should always tell the truth as to where your product is made, of what it is made and how it is made. For misrepresentations, when material, are serious, and all of the above have been held to be material. They result in your losing your right to enjoin an infringement of the mark in connection with which you made the misstatement and in subjecting yourself to penal statutes.

Acquisition of Trade-Marks

A trade-mark may be abandoned by its owner. This happens when you stop using it with the intention of giving it up for good. When this happens, any one has the opportunity of stepping in and adopting this mark. When the one so doing uses it, it becomes his and he can prevent all others from infringing upon it.

You may also acquire a mark by transfer or assignment, but to acquire the rights of your transferer or assignor, you must acquire the business in which the mark was used. You cannot divorce the mark from the business. It has no legal existence apart from it. Unless the exigencies of your business require it, you will find it far more satisfactory to acquire a trade-mark by original adoption and use, than by any of the other methods suggested. You are the only builder of your mark's reputation in the latter case, while in the former no one can positively tell whether the mark comes to you like Caesar's wife, or sullied and tarnished by some former dishonest or incompetent owner.

You are now prepared to send your mark forth into the world of trade. You have selected and adopted it, clothed and christened it, there remains then, the final step, its actual use in commerce. You have not, up to this time, acquired any vested or property rights in your trade-mark. For it is only by using your mark on your merchandise that such rights are acquired. No specific length of time must elapse after you actually commence to use your mark before your rights attach. Nor need there be any particular quantity of your product sold under your mark. Whether you had or had not acquired trade-mark rights at a given interval of time after its first use, would depend entirely upon the special circumstances or the facts of each particular case.

We formerly thought, and when I say we, I mean the legal fraternity and lay trade-mark experts, that when once you did acquire a good trade-mark, the right to it was coterminous with the boundary of this United States. For some years we have known that a trade name, or a geographical or descriptive mark, could only be protected in the territory in which it was known. If you had been selling the "New York" cigars only in the New England States, you could only prevent someone else from using that mark in that same territory. You could not stop him from marketing "New York" cigars in Washington. But in February of this year, our Supreme Court, in the case of the Hanover Star Milling Company v. Metcalf, and The Allen & Wheeler Company v. Hanover Star Milling Company, a litigation which will be handed down to posterity as the famous "Tea Rose" flour trade-mark case, has completely upset all our preconceived notions of the extent of our right to good, technical trade-marks. The "Tea Rose" decision applies the limited-market doctrine of restricted right to good, technical, though unregistered, trade-marks. The Supreme Court says your trade-mark will be protected only in that territory or market in which it is known, or to which it would ordinarily find its way in the course of the natural expansion of the owner's business. What a world of uncertainty is opened up! How are we going to determine without a lawsuit which territory should be considered within the limits of the natural expansion of the business in question? Judge Holmes, in a separate opinion, has suggested that the individual states should constitute the units in which a mark should be protected. Whether that intimation will be followed, time alone will tell. But in the interim, trade-mark owners are flung headlong into a sea of uncertainty, eventually to be rescued therefrom by the decisions of our highest judicial tribunal. Until that time comes, everyone should try to pre-empt as much of the markets of the country with his trade-marked articles as his business will permit. For in that way only under the "Tea Rose" case, can your mark be exclusively controlled.

Registration of Trade-Marks

But the tobacco industries of this country are to be congratulated because of their unique and fortunate position in so far as their trade-marks are concerned. They possess the most complete and comprehensive set of records of trade-mark registrations of any industry of the country. The United States Patent Office, since the enactment of the first constitutional trade-mark statute of 1880, has registered, in round numbers, 110,000 trade-marks. Of this number, but 3500 are registrations of trade-marks for cigars, cigarettes or tobacco. The records of the Tobacco Merchants' Association and the United Registration Bureau consist of the enormous total of 236,000 trade-marks. How essential it is to have any trade-mark you think of adopting first searched in this bureau, you need not be told. It is folly not to do so. And yet the neglect to utilize the records of this bureau has cost some concerns thousands of dollars.

I know of several instances where some of the members of this association have adopted trade-marks, marketed their goods under them, and spent large sums of money in advertising them to the public, and then learned that someone else had registered this same mark in the United Registration Bureau years before and used it continuously since in some local market. Usually, it has been found necessary to purchase the rights of the small, local trader, and, sometimes, this has cost more, substantially more, than the fees of the registration bureau. In nine cases out of ten, this situation would not have arisen if the registration bureau had been freely consulted. No one would think of purchasing a piece of real estate today, without having the title searched. And while a search in the registration bureau is not as conclusive as a search of real estate records, still, a search in your bureau, with its mass of ancient and modern tobacco industry data, is as serviceable and valuable as any could be, where registration is not made compulsory.

And you get more than a mere report on your title from this department of your association. For if your mark is accepted and registered, it is thereafter published in your leading trade-journals and in this way given the maximum amount of publicity in the trade. If you register a trade-mark in the Patent Office, it is only published in the Official Patent Office Gazette, read by lawyers. But everyone of you reads one or more of your trade-papers. You keep informed of the new marks. You get the opportunity to protest if someone adopts a brand which you feel is too similar to one of your own. Very often the innocent registrant of an infringing mark is saved considerable expense by having his attention called to the infringement while he is still on the threshold of his new venture. All these services are rendered for you by your registration bureau, and I know that you will all agree with me that the trade is to be congratulated upon its having at its disposal such a unique and efficient servant, and one which should prove to be a powerful factor in promoting fair trade.

Unfair Trade and Trade-Mark Infringement

We have all, privately and publicly, been talking and thinking a lot lately about unfair trade. The tendency of the times is toward a much more open and honest competition than formerly. The courts have defined unfair trade as the act or acts of representing your goods as the goods of some one else. This is ordinarily effected by the use of certain property, trade accessories or rights, which may or may not be susceptible or exclusive appropriation by one person, in such a way, as to injure another by misrepresentation, dishonesty or fraud. It is always resorted to for the express purpose of enabling the man guilty of it to

sell his merchandise as and for the goods of some competitor, to palm off on the public his goods as those of his competitor. He may do this by imitating the other's style of package, or labels, or containers, or color scheme or written matter or by combining one or more of these elements. You must bear in mind that no one person can monopolize a particular color, or shaped container, or a particular phraseology, or style of type, but a combination of more than one of these separate elements may be appropriated and monopolized. For example, we are all familiar with the red and white "Pall Mall" cigarette box. This has been seized upon as legitimate prey by some unscrupulous trader who thought that red and white was an exceptionally attractive color scheme for a cigarette box. Again, you are all familiar with the "Bock" panatela cigar band. That was practically duplicated by an unfair trader on a cheap cigar and this sign was put over the box: "Just like Bock Panatelas." The "Just Like" was in very small type, while the "Bock Panatelas" was in unusually large type. That, too, is unfair trade. In this class of cases, it is necessary to show that the guilty party fraudulently intended to substitute his goods for those of the other party; or, that facts exist, as in the Bock case, from which such intention must be necessarily inferred.

Infringement of a trade-mark is a species of unfair competition. The principal difference between a case of unfair trade and one of trade-mark infringement is that the intent of the infringer is immaterial in the latter case. All that you need show is that you own a trade-mark and that someone else is using one similar to it, similar in sound or appearance; as

"Rameses" was held to be infringed by the word "Radames";

"La Carolina" by "La Corolina";

"Cinco" by "Chico";

"Peach" by "Peach Greenville," or the similarity may be in the idea conveyed as "Uneeda" and "Iwanta."

If there is no similarity in sound or appearance or idea conveyed, no infringement exists. Take the mark "No-to-bac." That was held not to be imitated by "Baco-Curo"—two so-called tobacco cure trade-marks. It may interest you to learn in view of your recent activities along similar lines, that when this case was submitted to the court, counsel for both parties stipulated that "no evidence should be introduced tending to show that the so-called remedies in question are known as quack medicines or tending to show the efficiency of those remedies." They did this in all probability so the case would not be thrown out of court because of the misrepresentations made by them. For if you tell an untruth about your merchandise, your trade-mark will not be protected, no matter how flagrant or wilful the imitation is.

Before you decide whether some competitor is trying to filch your mark or not, bear in mind the fact that the test is whether the ultimate consumer would be mixed or deceived. It makes no great difference that a jobber or retailer, familiar with the two packages and trade-marks could not be imposed upon. The fact that no one would be fooled by the resemblances if the two packages were placed side by side is not decisive of the question. The criterion always is, would the ultimate purchaser, the consumer of your article, when exercising the degree of care in making the purchase which a person of average intelligence ordinarily would, be deceived. Could he be induced to buy the imitation article instead of yours. If you think he could, and whether he could or not is very largely a question of plain, common sense, you have in all likelihood a just cause of complaint and a reason for a visit to your lawyer. And once you make up your mind that some one is stealing your trade by such unjustifiable methods, act. Watchful waiting may or may not be your creed in other directions, but it certainly should not be in this field. For the imitator is usually the producer of an inferior article and when the poor stuff is foisted upon the unsuspecting public as yours, you suffer as well as the public. Your reputation is bound to be tarnished and the longer you permit it to continue the more seriously is your good will impaired.

Both the producer and consumer are wards of the court. The consumer is protected from having spurious merchandise handed out to him; he is thought to be entitled to get what he asks and prays for, irrespective of the seller's profits. On the other hand, the fruits of the producer's labor, skill and industry are protected from his unscrupulous trade rivals; he is thought to be entitled to all the benefits and advantages which naturally flow therefrom. For just as the trade follows the loan, and prosperity comes to the owner of the successful trade-marked product, so too the trade pirate dogs the footsteps of his successful competitor.

If the members of this association will be guided in the selection and use of their brands by the few simple rules which I have enumerated, consult their registration bureau at all times, and their attorneys, sometimes, there should be no very serious trade-mark question left in the tobacco industry. And, when, occasionally, a controversy does arise, it should be the desire of each of you, to have it determined, quickly and fairly, by your board of trade-mark arbitration.

First Export of California Tobacco

For the first time in the history of California, as a direct result of the war in Europe, tobacco grown in that State is being exported. One shipment has already gone forward. It came from the tobacco-growing district around Fresno and was dispatched, a carload of it, by MacDonald & Company to a Sydney firm on the steamer "Wairuna," which left San Francisco recently.

The tobacco is of the curly-leaf or Turkish variety, which goes into most manufactured cigarettes. The war has greatly curtailed Europe's tobacco output and Australia's need for the "Turkish" leaf is responsible for California stepping forward to supply the demand.

If the first shipment proves satisfactory, it is said, orders for three or four more carloads are in sight.

Cigarette Sales

Sales of cigarettes manufactured in the United States increased 1,484,000,000 in the first quarter of this year as compared with the first three months of 1915. This is an increase of 41.8 per cent. and represents the largest gross tobacco business of any corresponding three months in the history of this country. It also represents the largest percentage increase for any year.

Some idea of the remarkable showing may be gleaned from the fact that cigarette production in the first three months of 1915 actually fell off about 175,000,000 cigarettes, or about 3 per cent., as compared with 1914. Old tobacco men say the showing of tobacco sales so far this year has run far ahead of their expectations. Inasmuch as the production of cigarettes for the full calendar year of 1915 was in the neighborhood of 18,000,000,000, a continuance of the rate of increase shown for the first three months would bring the total for the full year well above 21,000,000,000. Cigarette production in 1915 ran about 2,000,000,000 cigarettes ahead of 1914, and the manufacturers in this country would be well satisfied with an output of 20,000,000,000 for the present year.

All of the five larger companies seem to be sharing in the increased cigarette sales.

GERMANY DROPS TOBACCO MONOPOLY

Plan Modified at Protest of Manufacturers—Trade Up in Arms

PROTESTS by the leading cigarette manufacturers of Germany have caused the Government to modify its plan for the monopolization of the importation of cigarette tobacco, according to a Dresden dispatch to the Frankfurter Zeitung, dated April 15th, which asserts that there is good authority for the statement that the Ministry of the Interior has decided to have the newly created Imperial Purchasing Bureau retain only 15 per cent. of the cigarette tobacco imported—for supplying the wants of the smaller manufacturers in case of need—the balance to go to the trade as usual. The 15 per cent. retained by the bureau is to be sold to the little makers at the import price plus the expenses incurred by the importers, and in case the bureau has reason to believe that the importer is putting the price too high it is empowered to fix the value itself.

This arrangement, which has not been officially announced, but which seems very likely to go into effect shortly, does not suit the importers of cigarette tobacco, who declare that they fear the Government will be apt to establish an import price below the actual cost, and they say they will not submit to any such regulation. This in turn is worrying the cigarette makers, as they expect the importation of tobacco to fall off sharply, and the whole German tobacco industry, which has been upset by the war, but which, according to recent cables, has succeeded in having the Reichstag defeat the Government's plan to increase the annual tax on the tobacco trade from $45,000,000 to $90,000,000, appears determined to keep up the fight against further State interference with its business.

When the formation of an Imperial Tobacco Purchasing Bureau was being discussed some time ago the project was strongly opposed by the Minister of the Interior of Saxony, who declared to the members of the lower house of the Diet that he feared such a plan would not only cause an increase in the price of imported tobacco, but would disturb present trade relations in the east and open the way here for the British Tobacco Trust; if, nevertheless, such a bureau were formed, it certainly should be located in Dresden, which was the center of the German cigarette industry. The lower house fully concurred in the Minister's views.

At the ninth convention of the German Cigar Dealers' Society, held in Berlin, resolutions were adopted demanding the removal from the Board of Directors of the Cigarette Purchasing Bureau of persons who, because of their former positions, might be regarded as intermediaries for the British-American combine, and also voicing the complaints of the dealers regarding the way in which many of the cigarette manufacturers had boosted prices since the war began.

The circumstances leading up to the formation of the central purchasing agency for cigarette tobacco are detailed in the Hamburger Nachrichten as follows:

"Because of the war there is a shortage of cheap Oriental tobacco in Germany, while the consumption of this tobacco is increasing in Germany as well as in the rest of the world. The freight traffic between Germany and the Orient was greatly handicapped after the war broke out, and the importation of Russian tobacco, which was formerly made up into cheap cigarettes in Germany, ceased. Consequently the German makers had to fall back upon Hungarian and Java tobacco. Disproportionately high prices were paid for Hungarian tobacco, although it is not very well adapted for the manufacture of cigarettes in Germany. It appeared undesirable to buy cheap Java tobacco for cigarettes, as this would only help increase the difficulties encountered by the cigar industry in obtaining the cheaper raw tobacco. Reports from the Orient about the 1915 crop indicate that the output will not be very big, and that a rise in prices seems certain to attend the fierce competition by the buyers. The consumption of cigarettes in Germany increased beyond all expectations during the war. And, besides, a large part of the occupied territory had to be supplied with cigarettes from Germany."

In connection with an increase of the retail price of cigars, ranging from one-eighth to three-quarters of a cent apiece, the German Cigar Dealers' Society issued a statement reading in part as follows:

"The reasons for the increase in prices are varied. As is generally known, tobacco from America, Sumatra, and Java is preferred for the manufacture of cigars. Well, the British Government declared tobacco contraband and only lifted the ban a few weeks ago in a letter to the Holland Overseas Trust. It is self-evident that a great scarcity of goods ensued. German tobacco cannot fill the demand, and, besides, it cannot be worked up alone, as the aroma is lacking and it burns very poorly. It lack various qualities found in American tobacco. There is a special shortage in Sumatra and Brazilian tobacco, the latter being practically exhausted. On the other hand, there is enough Havana tobacco, particularly of the higher grades, although there is also a certain scarcity to be noted here.

"It is true that tobacco can be brought in by the land route, but on that side the freight rates are going up. The increase in the price of tobacco has been greatly contributed to by the rise in the rate of exchange for the Dutch florin, which is 230 pfennigs, against 165 in times of peace. Then, too, all the material used in manufacturing and delivering cigars, such as wood for boxes, wrapping twine, etc., has gone up considerably. The wages of the workers have also taken a big jump."

Latest Customs Ruling Affects Tobacco Invoices

According to a customs ruling issued Tuesday by the Treasury Department, invoices of tobacco must describe the kind, quality and country of origin, and state the actual cost or market value of each bale, and whether filler, wrapper or mixed. The notice to the collectors said:

"Pursuant to the provisions of paragraph 182 and paragraph D of Section III of the Tariff Act of October 3, 1913, invoices of imported tobacco must specify in detail the character of the tobacco, its origin and grade, and, if purchased, the time when, place where, and from whom purchased, and the price paid or to be paid for each bale or package, and if obtained otherwise than by purchase the actual wholesale market value.

"Packages or bales when containing filler leaf only shall be invoiced as filler, when containing both filler and wrapper, but not more than 15 per cent. of wrapper, shall be invoiced as mixed; and when containing more than 15 per cent. of wrapper shall be invoiced as wrapper.

"Collectors will not permit entry of tobacco unless the invoice conforms to the above requirements.

"If any tobacco is found not to agree with the invoice specifications, the collector will withhold delivery of the particular package not agreeing, and report the facts to the special agent in charge for investigation. If the investigation discloses fraudulent invoicing, the tobacco should be seized, and the facts reported by the collector to the United States Attorney for prosecution."

Getting Help From Customers

WE hear a great deal about service to the public. It is rightly regarded as the main ingredient of success in business. But very little is heard of service rendered by the public to the tradesman, says "The Clothier and Furnisher." It is worth remembering, however that though efficient service to the public makes for public convenience, comfort and profit, the tradesman owes service also to his fellow-tradesman and to himself.

The retailer who becomes too blindly engrossed with the idea of service to the public, may run the risk of damaging himself and his brother retailers. The underseller, for instance, may be a very serviceable boon to bargain-hunters, but a blackleg and traitor to his own class. For the man in business to pay his way honestly, to say nothing of making an honorable competence, it is as important to learn how to rise as well as to serve the hydra-headed public.

One of the best ways of getting valuable help from the people you serve is by getting them to recommend you to others. This is particularly so in the case of the small retailer who, perhaps, can not afford to use freely some of the more magnificent and costly methods of influencing custom. Apart from direct advantages resulting, the habit of stimulating personal recommendation is a constant incitement to other quite different and also to other similar efforts for the advancement of one's business. The man who is often seeking the recommendation of his wares by others will be often employed in devising and pushing allied and contributory schemes for self-improvement and business progress. It acts as a spur to better stock-keeping, better window-dressing and better advertising as well as to better oral salesmanship. Each real help links itself naturally to every other real help. Thus, too, ideas are enlarged and trade extended.

Customers may not always be fully capable of recommending one's goods in the very best manner possible, but it means much to have secured their willingness to do so at all. And the more they can be induced to help you in this way, the better they like doing so if you show genuine appreciation of their assistance. The tendency of today is to exploit more fully than ever the commercial aids and possibilities of personality, and this tendency can not be ignored without loss of profit and prestige.

There is solid help in the information some are ready to give regarding goods which they have purchased elsewhere if you consider how to turn knowledge so acquired to good account. You are more easily enabled to keep abreast of competition by the reports and criticisms of friendly customers than by any other means. Guidance in buying is often obtainable from remarks of patrons respecting lines which are likely or unlikely to become popular in a district. It is always good policy to draw out customers who seem inclined to express their ideas and their needs, or to chat about the general needs of the class to which they belong. A customer whose friendly co-operation is thus sought is more likely to help you start a new fad or fashion leading to multiplied sales than the mere casual customer who is treated as such.

As a business man you are entitled to fish for any knowledge which will help you to push your business. You are expected to be an authority on local and national styles and improvements in your own special line. But this should not debar you from learning from those whom you inform. On the contrary it should prompt you to dare to ask questions and throw out hints which will help you to glean profitable facts. This can be done easily in the time which otherwise might be wasted in aimless chat with customers. Nothing is lost by letting customers know and feel that they have helped you. They like doing it, and it makes them easier to serve. A helper always looks more kindly at your goods, more favorably at your proposition. He becomes rather prejudiced in your favor. Feed this prejudice by giving him good value and by getting still more of his help as tactfully and as often as possible. Applied habitually to most of your customers, this will give you a steady, copious flow of useful information. Such information gives mastery of local conditions which is one of the subtle secrets of successful shopkeeping.

A Century of Smoking

It is just one hundred years ago since the cigar was brought into France and smoked by Spanish officers who had attached themselves to the fortunes of Joseph Bonaparte. One of them was fated to lose nearly half of his face and an eye in the defense of Paris against the allied armies—namely, the Count de Montijo, father of the Empress Eugenie. The winter had been severe, the suffering great for want of sugar, coffee and other small luxuries to which Parisians had been accustomed. Women plied the razors on men's faces in the barber shops. They unloaded barges in the Seine and drove wagons to the markets. The soothing effects of the Count de Montijo's and his friends' cigars were observed in high places and the government instructed the tobacco state monopoly to manufacture them ad libitum after a model purchased in Spain. The police saw to the distribution of the new comforter, and cigar smoking became a feature in Paris life before the disaster of Leipzig. The aides-de-camp salon at the Tuilleries reeked with cigar smoke. There was then no prejudice against the cigar. There was against the pipe, which the fine gentlemen—all snuff takers—left to the common people.—"London Truth."

IMPORTANT REQUEST

Our Information Bureau is constantly in receipt of requests for information as to the sources of supply of various brands of cigars, cigarettes, tobacco, plug, snuff, etc.

In order that we may be able to supply such information, we respectfully ask all manufacturers, as well as jobbers or agents controlling private brands, to send us complete lists of their respective brands and prices, and also to mail us from time to time, their supplementary or amended lists.

Our Information Bureau is not only a benefit to those looking for such information, but it may indeed be of untold advantage to manufacturers, jobbers or agents whose brands are looked for by such inquirers.

Moreover, this Association is endeavoring to establish an efficient Information Bureau for the benefit of the entire industry, for non-members as well as for members, and we ask for the co-operation of every tobacco man to help build up such a bureau by filing with us a complete list of their brands and prices, for which we make no charge.

Tobacco Merchants' Association of the United States,

5 Beekman Street. New York City.

President's Address to T. M. A. Convention

(Concluded from previous issue)

The Tobacco Merchants' Association has already gained the affiliated support of eight trade bodies. They are:

Tobacco Salesmen's Association of America, New York, N. Y.

Tobacco Trades Association of Massachusetts, Boston, Mass.

Louisville Tobacco Board of Trade, Louisville, Ky.

Havana Cigar Manufacturers' Association, Tampa, Fla.

New York State Tobacco Growers' Association, Baldwinsville, N. Y.

Tobacco Association of the United States, Winston-Salem, N. C.

New York Leaf Tobacco Board of Trade, of the city of New York.

Cincinnati Leaf Tobacco Exchange, Cincinnati, Ohio.

Burley Loose Leaf Tobacco Sales Association, Lexington, Ky.

It is confidently expected that during 1916 many more existing bodies will affiliate with this organization, upon the occasion of their annual meetings.

I believe that the kindred organizations will soon realize that great industrial advantages can be more effectively brought about by a closer unity of action with other organizations. The big task is to concentrate associated effort, to unify both spirit and action between allied and similar organizations, and to formulate operating principles to which all may subscribe.

You will see from the above list that the Tobacco Salesmen's Association was the first organization to realize the importance of affiliating with the Tobacco Merchants' Association and by this means to form a co-operative chain of all trade organizations in the industry. The Salesmen's Association was also the first tobacco association to eliminate the word independent from its name, realizing that under the new order of things we must wipe out that dividing line that had for many years separated our industry into hostile camps and that hereafter we must all work in harmony for the promotion of the general welfare of our industry.

The Salesmen's Association should be highly commended for its progressiveness and its broad vision of things. This association has recently established an employment bureau to provide salesmen with suitable positions and to furnish the industry with competent salesmen. As I am informed, the association is most searching in its investigations into the character and ability of applicants for positions in order that they might be able to furnish the right men to the right employers. I must say that an association that has undertaken to thus serve the trade should receive all the support and co-operation that our members can consistently extend it. It would indeed encourage them much if our members would call on them for such salesmen as they may need from time to time.

Conclusion

I have thus epitomized as briefly as I could the progress that the Tobacco Merchants' Association has made not only in the upbuilding of the association, but in regard to the activities mapped out for it and its efforts to live up to the pledges and promises set forth in its platform and declaration of principles. The enthusiastic and hearty welcome that we have received from the industry as is manifested by the large membership that we have already secured, is the very best proof of the generally recognized need for an association of this kind.

We now have a splendid organization; we have the machinery for your use and for your benefit. If you fail to utilize it it is your own fault. You have entrusted your board of directors with the power to manage it and they in turn have entrusted the executive committee with power to act. If they have erred it is because of the lack of criticism on your part. If you felt like criticising and did not, I am going to criticize you for keeping quiet. There is nothing that will make an organization more efficient than good, honest, wholesome criticism. No one man or small number of men can suggest methods, unless he be superhuman, that will satisfy you all.

The success or failure of this association, and of its modus operandi, rests entirely with you. You can make it by your united efforts, one of the greatest organizations for good, and I am speaking now in the broadest sense of the word, that there is in this country today. You can give it as much or as little financial support as you want to, and the amount of work done must be measured to a large extent by dollars and cents. Unless the annual dues charged yield an amount which will provide ample revenue for efficient operation, a fatal blunder is made. No organization ever charged too much; most of them charge too little. No member will ever be asked to pay what an efficient organization is actually worth. Annual dues should constitute a secondary tax upon one's real and personal property, and should be paid as promptly as though required by law, though rather more cheerfully. It is probably true that no standard of dues can be fixed that will be generally applicable, but there should be no hesitancy in fixing the dues at a figure which assure efficiency.

The Tobacco Merchants' Association must continue its operations on a substantial scale, it cannot curtail its activities without jeopardizing its very existence and to permit it to die after it had attained its present high standing would indeed be a calamity to our industry, but we must have funds and I recommend that a fund be raised by voluntary contributions in order to place the association upon a sound financial basis.

Strictly speaking this is a tobacco men's assemblage convened only for the purpose of discussing business problems relative to the tobacco industry. But we cannot let this occasion pass by without saying a word of patriotism for our great and glorious country; without offering our deep gratitude to the Master of the Universe for steering our beloved land free from the horrifying entanglements of the present war; without expressing our fervent hope that the Almighty God may continue to guide this country to everlasting peace. For it matters not to what parties in politics, to what schools in thought, to what churches in religion, or to what sections of the country we may respectively belong, there is one heart in all of us, it is the heart of Americanism and American citizenship.

Let us hope that after the dark and threatening clouds shall have passed away this Nation will emerge from the terrible situation with enhanced prestige, renewed strength and increased prosperity. Following the injunction of George Washington we have steered clear of "entangling alliances." Let us live up to our old traditions, let us ever apprehend the grave meaning of the world's conflict that is taking place before us, and let our commercial honor reflect our national honor and our trade become sovereign amid the nations of the world. If we shall acquit ourselves honorably in this trying situation, we will be repaid a hundredfold not only in prosperity and peace at home, but in the permanent respect and admiration of the world at large.

The Tobacco Trade and the Trade Press

By Carl Werner

HEREWITH we print in part the address of Carl Werner, editor of "The Tobacco Leaf," delivered before the delegates to the First Annual Convention of the Tobacco Merchants' Association of the United States.

It was fitting that the trade press which has ever been alert to assist in any movement which would benefit the industry should be represented on the convention program. The relationship of the trade press to the tobacco industry was a timely subject for such an address and it was presented by Mr. Werner in an able and impressive manner.

Following we print the address in part:

"The relation of the tobacco trade to the tobacco trade press, or of any other industry to its class publications, is clear enough to be seen at a glance, for, like every other relationship in the world of brains and business, it rests upon the good old principle of quid pro quo. Each of the two parties to the relationship has a service to render the other. Of course it is obvious that if there were no trade, there would be no trade press. On the other hand, it is almost equally obvious that if the trade press were not useful, I might even say essential, to the progress of the world of business, trade journals would not have continued to exist and flourish these many years; nor could I make the statement to you gentlemen that, according to Ayers' Directory for 1916, there are 4000 trade and classified publications in existence and flourishing at the present time.

"It is conceivable that occasionally a trade publication might foist itself upon an unwelcoming industry and succeed in achieving a more or less precarious foothold, even though the need of it and the demands for it are entirely lacking. But it is obvious that the single trade paper institution of seventy years ago could not have multiplied itself 4000 times unless it had proved its worth to industrial progress and earned its way to industrial recognition.

"It used to be said and even now it is occasionally suggested that we should have **fewer** trade papers and **better** ones. The fact is that while the number of trade papers is increasing, the character and quality of the trade press generally is steadily improving and has improved remarkably during the past decade.

"The trade papers that have lived, and that have grown in prosperity, power and influence, are those which have combined moral responsibility and trade fraternalism with the highest standard of clean business methods. They are keeping the business department and the news department distinctly separate one from the other. They are insisting that the advertising manager attend strictly to advertising, and are giving the editor a free hand and a scope of expression bounded only by the best interests of the trade at large. They are putting the soft pedal on that old bugbear, fulsome personal praise. They are printing the news, stating the facts, telling the truth and shaming the devil who appears sometimes in the guise of a page advertiser who would seek to incorporate in the weekly issue certain effulgent flatteries, which, even if they were printed, no one would believe. They have recognized that advertising patronage, which is the life-blood of all periodicals, depends entirely upon influence, that influence depends entirely upon circulation, both quality and quantity, and, last but not least, that circulation depends, invariably and unalterably, upon **the efficiency of the news columns and the sincerity of the editorial page.**

"Editorial honesty and news gathering efficiency are the two great foundation stones upon which the modern successful trade journal is builded; and I feel that I am giving you the epitome of the entire discussion when I say to you that it is the recognition or the evasion of this cardinal truth which marks a trade paper as a power or a pest.

"The modern school of trade journalism approaches the trade as with a business proposition. To its thousands of readers it says: 'In exchange for the amount of your subscription we will deliver to you every week, or month, as the case may be, a complete and unbiased report of everything that is being done in the line of business upon which your livelihood depends, together with our soundest and soberest advice upon every perplexing problem of your business day.' To the advertiser it says: 'We have a paper that is believed in, and read and respected, by the thousands of dealers to whom you wish to sell your product. We have advertising space to sell, at a certain fixed price, and we believe that your advertisement in this space will help you to sell your goods.' That is all. We seek no perquisites and we solicit no personal favors. We have publicity to sell and we offer it for sale and we never fail to recognize that it is any man's untrammeled privilege to buy it or to refuse it as his judgment dictates. The advertising manager of the modern trade journal regards himself as a business man dealing with business men, and in consequence the business department has done as much as the editorial division toward lifting trade journalism to the dignity and importance which it now enjoys.

"The truth is, gentlemen, that the relation of the tobacco trade press to the tobacco trade is the relation of one business man to another. But it is considerably more than that, for between the trade press and the man in the trade there is no competition as between business men in the same field of endeavor. There is no underselling, there are no clashes between salesmen, there are no disputes over trade-marks, there are none of those many misunderstandings which frequently create friction between competing firms. On the contrary, the modern trade paper enjoys an intimacy with the individuals of its clientele, which, by the very nature of things, the business rival can never gain. And by virtue of this intimacy the conscientious trade publication can and does make itself a power for good. It mediates quarrels and controversies; it harmonizes the thoughts and the activities of the men to whom it goes; it cements friendship; it proclaims evils which privately would be only whispered; it crystalizes the nebulous mass of trade opinion, collects and reflects all vital trade requirements and takes the leadership in every movement toward the betterment of trade conditions. Its columns are a forum in which the mightiest and the lowliest may air their grievances and proclaim their views; wherein all are on neutral ground and every individual, the rich, the poor, the great and the small may freely commune with their fellow business men.

"Gentlemen, some of the big daily newspapers talk of circulations in seven figures, while the trade press ordinarily is proud to talk in only five. But when we turn the light of scrutiny upon it I glory in the comparison; for the message you send and the words we editors print in to-

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

MONROE ADLER,
CIGAR BROKER,
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For Sale.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 173 Water Street, New York.

A REAL CHANCE FOR A WORKING FACTORY

FOR SALE—The owners of a long-established high-grade cigar factory in First District of Pennsylvania, making five-cent and ten-cent brands with wide distribution, are desirous of selling same, owing to pressure of other interests. Will make a big sacrifice to responsible parties with sufficient capital to take hold of proposition. $20,000 needed. Triflers will receive no attention. Address in confidence, Box 26, "Tobacco World," 236 Chestnut Street, Philadelphia, Pa.

FOR SALE OR RENT—Factory building, adapted to cigar manufacturing; capacity 75 cigarmakers. Steam heat and sweat room. Good place to secure hands at reasonable wages. Located in First District of Pennsylvania, in Adamstown, Lancaster County, Pa. Ten miles from Reading. Address O. K. Hartman, Adamstown, Pa.

FOR SALE—Factory and equipment of "Eureka Cigar Factory", Reamstown, Lancaster County, Pa., established 1860. Splendid opportunity. For full particulars address The Lancaster Trust Company, Lancaster, Pa. Executors, Estate of John G. Root, Deceased.

Help Wanted.

LEAF TOBACCO SALESMAN—Covering Middle West and Southern territory, desiring good paying side line, write to Box 109, "Tobacco World."

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

TOBACCO WORLD CLASSIFIED—23 - 6 point OFIC
A CHICAGO EXCLUSIVE JOBBER IN STOGIES would like to communicate with stogie manufacturers. Address Box 121, care of "Tobacco World."

morrow's issue of any one of the leading trade journals will be scanned by ten or fifteen thousand readers, every one of whom is peculiarly and vitally interested in the particular subject around which your message and my editorial revolves. The trade journal carries your message and mine on enchanted wings to the heart and center of the most fertile field and stamps its impress on the most receptive minds. It is the acme of economy and the very essence of efficiency. It is the sole and only strictly private wire which runs direct from the office door of every tobacco man to the very ear of thousands of others whose business interests are identical with his own. It is this great eliminative quality that charges trade journalism with its magic potency. It puts the million circulation of the big lay newspaper in the crucible, dissipates the dross and reduces the whole to a substance of selected readers—verily, a golden residue.

"This is the thought that I wish to leave with you—the eliminative quality, the reducing process which enables a trade journal to cleave to the line, to shoot its message straight to the particular 15,000 most desired.

"I cannot close without a word of gratitude for the splendid spirit of sympathy and encouragement which the tobacco industry of this country has evinced toward its trade publications. For my part—and I think all of my fellow trade journalists will say as much—I have always found the tobacco industry appreciative of our better endeavors, tolerant of our shortcomings and liberal in its co-operation and support. For this kindly attitude and for the privilege of contributing to the activities of this notable convention.

"Herbert Tareyton" cigarettes have recently been features of window displays by Yahn & McDonnell and the Peermont cigar stores. Representatives of the Falk Tobacco Company put much hard work into the campaign.

The Mooney-Mueller-Ward Company, Indianapolis, Ind., were assisted in their recent introduction of the "New Mission" cigar by A. J. Lentz, of the J. C. Newmann Cigar Company.

Schulte Secures Another Lease

The Schulte Cigar Company has recently leased the ground floor of the new building at 146 East Forty-second Street, between Third and Lexington Avenues. It directly adjoins the main entrance to the Steinway Tunnel to Long Island.

EL GENIO

Clear
Havana
Cigars

Made in Tampa, Fla.

P. Verplanck & Co.
263 Fourth Ave. New York

Tobacco Investigators Plan Active Year

EXPERIMENTS of interest to tobacco growers and warehousemen are to be made in Connecticut this year when E. G. Beinhart, representative of the tobacco investigations division bureau of plant industry, Department of Agriculture, co-operating with State Experiment Station, will attempt to work out the idea of a central heating plant for use in curing leaf tobacco. The basic idea is to systematically control the heat and moisture, the elements that enter so largely into the curing of tobacco. One of the large Connecticut tobacco farms will be the scene of the experiments. Some of these farms have a large number of tobacco curing barns, which are heated separately and regulated separately. The result is not economical so far as fuel is concerned, and it does not tend to uniformity in the curing process or in the quality of the tobacco. It is suggested that there be one central heating plant which will control the curing elements of a number of surrounding barns.

Department of Agriculture experts do not see why a central heating plant should not be practical in curing high grade tobacco like the Connecticut shade-grown. It is regarded as doubtful, however, whether this method would be economical or practicable in curing cheaper tobacco.

Dr. W. W. Garner, chief of the tobacco investigations division, has planned some field tests to be made in Connecticut this summer in connection with the presence of root rot on some Connecticut tobacco farms. Certain spots on some farms will not grow tobacco, it has been known for some time, and Doctor Garner determined by studying some samples of soil from these spots that the soil produced root rot of tobacco. Tobacco planted in samples of soil here developed the disease. Then Doctor Garner sterilized some of it with steam and treated some of it with formaldehyde, a powerful disinfectant, and with lithium salts. These methods of treatment destroyed germs in the soil so that tobacco planted in it developed little or no traces of the root rot disease.

In carrying on this work Doctor Garner had the co-operation of James Johnson, of Wisconsin, a recognized authority on root rot. Mr. Johnson, who has devoted years to study and investigation of root rot conditions which are especially prevalent in his State, has ascertained by observations and inquiries in New England, New York, Pennsylvania, Maryland, Virginia, Kentucky and Tennessee and other tobacco growing sections, that there is evidence of the presence of root rot in the burley tobacco district near the Ohio River and other districts.

White burley tobacco is especially susceptible to this disease. Little Dutch and some other varieties, on the other hand, are quite resistant. The department hopes to discover New England types of tobacco that are resistant to root rot.

A good deal of the $2500 additional which Congress is appropriating for tobacco experimental work under the Department of Agriculture, during the next fiscal year, it is understood, will be expended by the Government in Wisconsin, in co-operation with State authorities, in studying root rot, black rot of tobacco, and other field experiments. The two diseases named, it is said caused the loss of millions of dollars to tobacco packers and other branches of the trade last year alone.

Mammoth types of Havana seed and broadleaf tobacco in Connecticut are claiming the attention of department experts, who are always seeking means of improving the quality and increasing the yield of tobacco. These types of tobacco are much larger than the regular run of tobacco of the varieties named. The mammoth types, the department people think, may be developed commercially so that the production of tobacco on Connecticut farms will be enormously increased. The only difficulty about these types in that they grow to a great size before they bloom and seed, and in fact, grown outside, they will be killed by the frost before they produce seed.

This problem has been solved in the case of the Maryland mammoth type of tobacco, and department officials do not see why it should not be met in the case of Connecticut mammoth types, by putting a few small plants in pots for seed purposes. Under such circumstances, the roots being confined, the plants will grow perhaps three feet high and then blossom and produce seed, which tests have shown will grow the mammoth type in the field the following year. The mammoth type in the field, it is said, will grow fifteen feet high at times and bear 150 or 200 leaves to a stalk without even building. The department is informed that a similar mammoth type of Sumatra tobacco grows occasionally in the East Indies.

To demonstrate the Maryland mammoth tobacco this year on a commercial scale and to educate the farmers how to raise pot plants for seed is the purpose of one line of work of the tobacco investigations division this summer. Doctor Garner and his men will co-operate with the county demonstrators in counties of Southern Maryland, where the Maryland mammoth type will thrive. Seed will be distributed for this year to the farmers, but they will be expected to grow their own tobacco seed for planting next year.

Meads, Roseman & Pomraning Have Busy Factory

The new tobacco firm of Meads, Roseman & Pomraning, of Red Lion, Pa., with 1,000,000 pounds of tobacco in their factory, have orders on hand which will keep the plant in operation day and night until January 1, 1917, provided they can secure sufficient hands to operate the extra shift, says a recent report. At present twenty hands are employed in the factory. In addition to the hands in the factory, there are two hundred tobacco strippers employed.

At present the factory is running until nine o'clock at night. Difficulty is encountered in securing additional employees owing to the boom in the trade in this section. All of the output of the factory goes to Holland. It consists of stripped and scrap tobacco. The firm is receiving each week from three to five carloads of tobacco from Ohio and New York State.

Eleven Indicted for Violation of Revenue Laws

The Federal grand jury in session in Providence, R. I., recently returned eleven indictments in the United States District Court for violation of the internal revenue laws pertaining to the manufacturing requirements of tobacco.

Levon and Karoken Berberian are charged with selling and offering for sale cigarettes not properly put up in packages and stamped and not giving a proper report of the tobacco purchased for the manufacture of the same. Ruggirio Lannelli is the defendant in three indictments charging the selling of cigarettes not properly stamped and boxed, neglecting to properly enter a record of all these cigarettes consumed or disposed of and packing cigars in boxes previously used for the same. Lorenzo Monti and Giuseppe Petrucci are charged with selling cigars not properly stamped and boxed and packing cigars in boxes formerly used for the same purpose.

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

EQUINOX:—39,746. For cigars, cigarettes, cheroots and tobacco. May 11, 1916. American Lithographic Co., New York, N. Y. Originally registered by Geo. S. Morris & Sons, New York, N. Y., January 8, 1889.

PRINCESS BIRUTA:—39,747. For cigars. May 11, 1915. Nic Goodwin, Westville, Ill.

RIO DAN:—39,748. For cigars, cigarettes, cheroots and tobacco. May 12, 1916. American Lithographic Co., New York, N. Y.

GARCIA MIRANDA:—39,751. For cigars. May 18, 1916. R. Sackheim, New York, N. Y.

NEW JERSEY TERMINAL CIGAR:—39,752. For cigars. May 11, 1916. Harry Grossman, Newark, N. J.

RADA VISTA:—39,755. For cigars, cigarettes, cheroots and tobacco. May 9, 1916. American Lithographic Co., New York, N. Y.

FLOR DE MONTE CARLO:—39,766. For cigars, cigarettes and tobacco. May 22, 1916. Henry Clay and Bock & Co., Ltd., New York, N. Y. Originally registered by Fomer & Hirsch, New York, N. Y., January 16, 1884.

THE TERRIBLE CANNON OF 42:—39,757. For cigars. May 29, 1916. George A. Georgakoulias, New York, N. Y.

YOUNG ALBANIA SCHOYPERIERE:—39,758. For cigarettes. May 22, 1916. Costas Gouda, Boston, Mass.

TRANSFERS

TOPIC:—16,253. (Tobacco World.) For cigars, cigarettes and tobacco. Registered July 22, 1908, by Wm. Steiner Sons & Co. Was transferred to Bobrow Bros., Phila., Pa., April 26, 1916.

DANDY DIP:—39,512. For cigars, cigarettes, cheroots and tobacco. Registered January 18, 1916, by American Lithographic Co., New York, N. Y. Was transferred to Union-American Cigar Co., Pittsburgh, Pa., January 31, 1916.

TRUE SHAPE:—39,511. For cigars, cigarettes, cheroots and tobacco. Registered January 18, 1916, by American Lithographic Co., New York, N. Y. Was transferred to Union-American Cigar Co., Pittsburgh, Pa., January 31, 1916.

Minneapolis Retail Organization Active

The Minneapolis Retail Cigar and Tobacco Dealers' Association at a recent meeting decided on a complimentary dinner for jobbers, manufacturers, druggists, salesmen and retailers who are not members at present, for the purpose of presenting a plan for the reorganization of the present association.

A general governing body composed of the various classes named, each class meeting separately to discuss matters pertaining to it, is proposed. The various divisions of the cigar trade will assemble as a whole when matters of general interest are involved, or for social purposes.

Australia as a Field for Tobacco Sales

The number of cigar, cigarette, and tobacco factories in Australia in 1913 was 36. There were 12 in New South Wales, 16 in Victoria, 3 in Queensland, 3 in South Australia, and 2 in West Australia. The number of employees was 3566. The value of raw material was $8,035,886 and the value of the output $13,204,581. The official Yearbook of the Commonwealth of Australia for 1914, the last published, gives these figures.

Of the tobacco leaf used in local manufactories in 1913, the domestic represented 11.2 per cent. and the imported 88.8 per cent. The amounts were: Australian leaf, 1,309,000 pounds; imported leaf, 10,367,000 pounds; total, 11,676,000 pounds.

The cost of storage in a bonded warehouse is, on the average, $0.03 per case per week. Outside firms dealing in Australia must pay a tax on their profits. The rate is graduated according to amount of profits.

The existing customs tariff is: Tobacco unmanufactured but entered to be locally manufactured into tobacco and cigarettes, to be paid at time of removal to factory: Unstemmed, $0.48 per pound; stemmed or partially stemmed, or in strips, $0.60 per pound. Tobacco unmanufactured but entered to be locally manufactured into cigars: Unstemmed, $0.60 per pound; stemmed or partially stemmed, or in strips, $0.72 per pound.

The excise tax (internal revenue) is: Tobacco, hand-made strand, $0.18 per pound; tobacco manufactured, n. e. i. made in Australia both from imported and locally grown leaf, $0.24 per pound; tobacco manufactured, uncovered, $0.30 per pound; cigars, hand-made, $0.24 per pound; cigars, machine-made, $0.36 per pound; cigarettes, including the weight of the outer portion of each cigarette—hand-made, $1.02 per pound, n. e. i. $1.08 per pound; snuff, $0.48 per pound.

[Lists of dealers in leaf tobacco in Australia and of the principal manufacturers and importers may be obtained from the Bureau of Foreign and Domestic Commerce or its district offices. Refer to file No. 1418.]

Compañía Litográfica De La Habana
Oficina Principal, San José No. 23, Habana, Cuba
Manufacturers of
FINEST QUALITY IMPORTED
Cigar Box Labels, Bands and Trimmings
Show Cards and Advertising Materials
GARRETT H. SMITH, 106 E. 19th St., New York
Sole Agent United States and Canada

Cork Tips Cork Bobbins
BOUCHER CORK & MACHINE COMPANY, Inc.
122-222 WEST 18TH STREET NEW YORK

A Fact
The Perfect Humidifying System in your Sweat Room, is a benefit not only to Domestic Leaf, but to Sumatra, Havana and Porto Rico. We invite you to visit our Demonstrating Plant.
Builders of Perfect Sweat Rooms
THE PERFECT HUMIDIFYING CO.
Succeeding ELMER H. HOPE CO. 237 N. 4th St., PHILADELPHIA, PA.

JOSE F. ROCHA Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.

IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.

Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.

Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania

151 North 3d St., Philadelphia

E. Rosenwald & Bro.

145 WATER STREET --- NEW YORK

A. Cohn & Company

Importers of Havana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra

142 Water Street, . . . New York

Established 1870 Factory No. 79

S. R. KOCHER

Manufacturer of Fine Havana and Domestic Cigars and Packer of Leaf Tobacco

Leading brands—"Volitta," "Quaker," "Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"

Correspondence with wholesale and jobbing trade invited

Factory and Offices: WRIGHTSVILLE, PA.

JOHN F. HEILAND & CO.

Lancaster County Fancy B's

LANCASTER, PENNA.

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

JULIUS MARQUSEE, 141 Water Street, New York
Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3966 JOHN

Established 1890 Correspondence Solicited

KEYSTONE VARIETY WORKS

HANOVER, PENNA.

Cigar Ribbons, Silk Imitation and Muslinola Ribbon Printed or Stamped in Gold or Silver

Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

CARDENAS y CIA Cable Address, "Nasdeour"

Almacen de Tabaco en Rama

SPECIALTY—VUELTA ABAJO AND ARTEMISA

124 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER

Leaf Tobacco Merchant

HAVANA, CUBA—Consulado 115

NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W

WM. WICKE RIBBON COMPANY

Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain

WOODHAVEN AVENUE, GLENDALE, NEW YORK

The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME CO., 111 Fifth Ave., New York

GEO. SCHLEGEL

22nd St. and Second Ave., NEW YORK

MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
TRIMMINGS.

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LOUIS G. CAVA, Mgr.

J. K. LEAMAN

Packer of and Dealer in **Leaf Tobacco**

Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-in-Hand, Lancaster Co., Pa.

John F. Nissly & Co.

Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

LESLIE PANTIN

Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 196 WATER STREET, NEW YORK

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office: SAN MIGUEL 136 Puerto Rico Warehouse: CAYEY New York Office: 178 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.

Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

THE YORK TOBACCO CO.

Packers and Jobbers in All Grades of **LEAF TOBACCO**

Office and Warehouse, 15 East Clark Avenue, YORK, PA.

MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sewed CIGAR BOXES, Go to Established 1880

Keystone Cigar Box Co., Sellersville, Pa.

Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer

MONROE D. SELLERS, SELLERSVILLE, PA.

MILTON H. RANCK

Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Michaelsen & Prasse

Commission Merchants
Leaf Tobacco & Cigars
18 Obrapia Street, Havana, Cuba
Address: Cable "UNICUM" P. O. Box 28

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877 NEW FACTORY 1904

H. W. HEFFENER & SON

Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA.

HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE
179 West Washington St., Chicago, Ill.

PHILADELPHIA OFFICE
322 Chestnut Street

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1884
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Parmenter Wax-Lined
Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS
90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY CIGAR BANDS SHOW CARDS FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. No bogus Advertising admitted.

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HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE
179 West Washington St., Chicago, Ill.

PHILADELPHIA OFFICE
322 Chestnut Street

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
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CIGAR BOX LABELS
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American Lithographic Co.
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Parmenter Wax-Lined
Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

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Formerly of
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SANCHEZ Y HAYA

Factory No 1 — Tampa. Fla.

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco, under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each.
Package and goods show quality and class in every detail.
"La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

SANCHEZ Y HAYA, Tampa, Florida

The Man Who Smokes Them Says—

"It is the BEST CIGAR VALUE IN THE WORLD at 5c."

That is the reason the **John Ruskin** Cigar is one of the World's Biggest Sellers.

John Ruskin 5¢
THEY COULD BE SMALLER-BUT NOT BETTER

John Ruskin Cigars are hand-made and the Havana tobacco used is the choicest grown. They're mild—Big and Fragrant,

Valuable Profit Sharing Voucher on the Band of Each John Ruskin Cigar.

I. LEWIS CIGAR MFG. COMPANY
NEWARK, N. J.
Largest Independent Cigar Factory in the World.

Comes forth every day, from the territories where **Bold** is sold.

Increased sale, steady permanent increase, that's the jobbers answer to **How Does Bold Sell?**

Everywhere that **Bold** goes it's sure to be

"Above All"

150,000 nickels spent for Bold Cigars a day in Philadelphia

Bobrow Bros. PHILADELPHIA

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THE TOBACCO WORLD

JULY 1st
1916

Leading Features

Call to Arms Finds Tobacco Firms Ready to Do Fair Share

Jacob Wertheim Again Head of Tobacco Merchants' Association

Trade Acceptances
An Address Made by Ernest F. DuBrul Before the Tobacco Merchants' Association Convention

Allies Make Heavy Purchases of Leaf

A Wilmington Prize-Winning Window Display

The "United" Advertising Campaign

Co-Operation Among Business Men
By Edward H. Hurley, Vice-President Federal Trade Commission

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881

Vol. XXXVI No. 13

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. G. LOZANO — J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

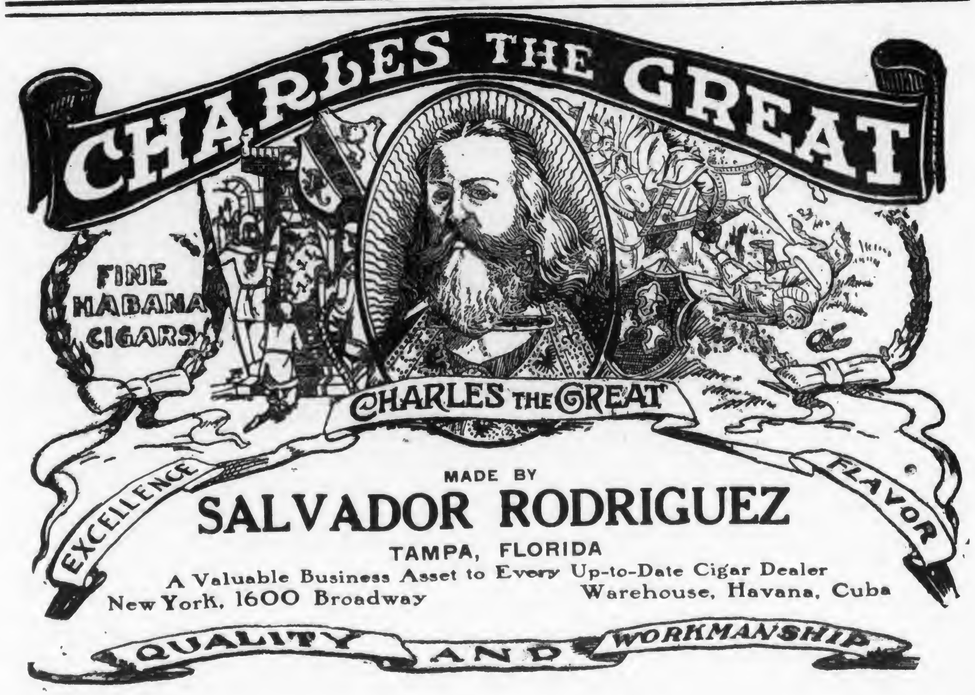
Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

TRADE MARK
Reg. U. S. Patent Office



Smoked from Coast to Coast

"Flor de San Martin & Leon"
"Hoyo de Cuba"
"El Briche"

Genuine Clear Havana Brands
Made-in-Bond

¶ San Martin & Leon cigars are guaranteed to be long filler, hand made by the Spanish method, manufactured in Tampa, Fla., from tobacco imported from our own plantations in the famous Vuelta Abajo district in Cuba.

¶ The value of these brands to the jobber and dealer is demonstrated by their constantly increasing sales throughout the country.

San Martin on
Tampa, Florida

There is Profit in Manilas

MANILA CIGARS
are distinguished for

HAND WORKMANSHIP
CHARACTER
MILDNESS
VALUE
BURN

Qualities that Please and Retain the Good Will of smokers are Combined in Manila Cigars—from the Field and the Factory to the Distributors the Tobacco and the Cigars are under Government Inspection and Supervision.

Look for the Government Guarantee Stamp on Every Box

Londres Grandes

The Juan F. Portuondo
CIGAR MFG. CO.
PHILADELPHIA

Darby & Joan Cigars

The VETERANO SIZE is the Finest All Habana Cigar ever made at **2 for 25c.** having that delicate Mildness and Fine Aroma Sought by Connoisseurs. Made only by

JOHN W. MERRIAM & CO.
101 Spring Street, New York
(MERRIAM CIGARS INC., SUCCESSOR)

For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

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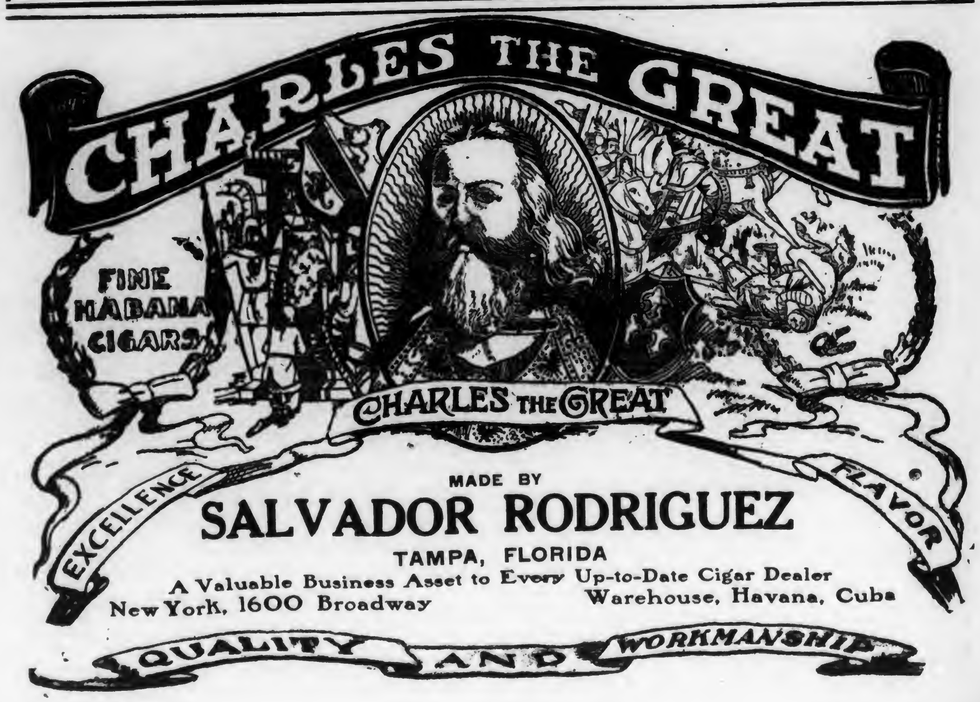

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(MERRIAM CIGARS INC., SUCCESSOR)

For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Company
LIMA, O.

INTENTIONAL 2ND EXPOSURE

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN
HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street · New York

Board of Trade Bldg., Montreal, Canada

SOL
HABANA

Behrens & Co.

Havana, Cuba
Estrella No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always
a little better than
Havana's Best

LA DEVESA DE MURIAS HABANA

MURAD

THE TURKISH CIGARETTE

15¢

TURKISH Tobacco is the WORLDS MOST FAMOUS Tobacco for CIGARETTES

Everywhere—Why?

One of a series of Piedmont newspaper advertisements

Ever taste Virginia sunshine?

YOU did—if you ever smoked a cigarette of Virginia tobacco. Virginia, you know, is "the tobacco man's tobacco", because it gives to a cigarette the one quality no other tobacco *can* give—that refreshing liveliness called *"character"!* And smokers want *"character."*

Piedmonts have *"character"* in full measure—they're highest grade Virginia. ALL Virginia! Golden, lively, mellow as Virginia sunshine!

Next time, buy your regular brand—but say "Piedmonts", too, just so you can know them for yourself.

Liggett & Myers Tobacco Co.

NOTE:—It is *ocean freight* and *import duty*, and *wasteful handling* which make ordinary foreign-grown tobaccos *cost more than they should*. That is why cigarettes made of this foreign-grown tobacco cannot have in them as good tobacco as Piedmonts, which are made of highest-grade Virginia, grown right here in the U. S. A!

The ALL Virginia cigarette—

Piedmont

The Cigarette of Quality

10 for 5¢

Also Packed 20 for 10¢

EL GENIO

Clear
Havana
Cigars

Made in Tampa, Fla.

P. Verplanck & Co.
263 Fourth Ave. New York

YES DE ESPAÑA

Clear Havana Cigars

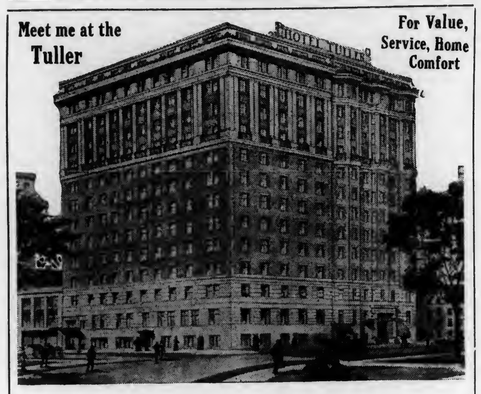
Lopez Hermanos
Makers

New York Office:
250 Fourth Ave.

Factory:
Tampa, Fla.

Meet me at the Tuller

For Value, Service, Home Comfort



New **HOTEL TULLER**

Detroit, Michigan

Center of business on Grand Circus Park. Take Woodward car, get off at Adams Avenue

ABSOLUTELY FIREPROOF

200 Rooms, Private Bath, $1.50 Single, $2.50 Up Double
200 " " " 2.00 " 3.00 " "
100 " " " 2.50 " 4.00 " "
100 " " " 3.00 to 5.00 " 4.50 " "

Total 600 Outside Rooms

ALL ABSOLUTELY QUIET

Two Floors—Agents' Sample Rooms

New Unique Cafes and Cabaret Exellente

The Real Independent Factory in Havana

"PARTAGAS"

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

CIFUENTES, PEGO Y CA.,
172 Industria :: Havana, Cuba

ROBERT E. LANE

General Representative for United States and Canada

115 Broadway New York

TO Manufacture a Cigar and Know that you are Putting the Very Best of Havana Tobacco in its Construction is a Great Satisfaction to the Builders and Gets the Approval of the Users. We Continue Manufacturing and Selling

LA SARAMITA

ADMIRAL, THE SIZE THAT SELLS

HAVANA CIGARS

With Broad Leaf of the Milder Quality for the Cover. Soon be a quarter of a Century since we started this Brand

The **Shields-Wertheim Co.** *Cleveland, O.*

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.
General Offices. PITTSBURGH, PA.

YEARS OF EXPERIENCE HAVE MADE

PUNCH

A Cigar with Hardly a Rival

MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba
AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

"LA MEGA" MADE IN BOND

HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP

V. Guerra, Diaz & Co., Tampa, Fla.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.
47 West Sixteenth St. New York

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y.City.

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.
RICHMOND, VA.

More people every day are learning that it's the *Blend* that makes the *Flavor* of a Cigarette and that OMAR is the PERFECT TURKISH BLEND.

THE one-color reproduction above gives only the faintest suggestion of the full rich colorings of the car cards now telling the story of "The Perfect Turkish Blend" to the smokers of the United States.

See these cards for yourself; consider carefully the favorable impression they create in your own mind for OMAR—and then remember that these cards are before the eyes of all the smokers in your section every hour, every day throughout the year. Are you taking advantage of this?

STREET RAILWAYS ADVERTISING CO.

Central Office
Borland Building, Chicago

Home Office
Candler Building, New York

Western Office
Humboldt Bank Bldg., San Francisco

The Exceptional Cigar

BUSTILLO BROS. & DIAZ, Inc.

GENERAL OFFICES
267 Fourth Avenue **New York City**

BAYUK BROTHERS

FIVE CENT CIGAR

PHILADELPHIA

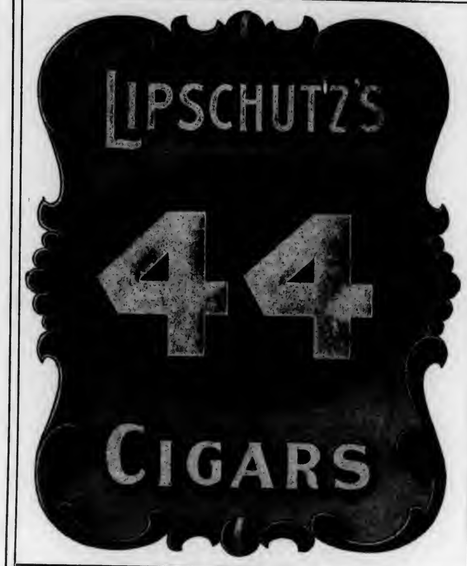
E. H. GATO CIGAR COMPANY

FOR FORTY YEARS THE STANDARD

By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.

New York Office: 203 W. Broadway



"44" Cigar Co. Philadelphia

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

DIAMOND JOE

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE

H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

Get the Range of Smoking Satisfaction

Roll "Bull" Durham into a cigarette and you have a smoke with all the vim, vigor and dash of Uncle Sam's fighting men. That's why the American Army is an army of "Bull" Durham smokers. "Bull" puts snap into their action and "punch" into their systems. For a virile, lively, manly smoke, "roll your own" with "Bull."

GENUINE

"BULL" DURHAM

SMOKING TOBACCO

"Bull" Durham is the mildest of all tobaccos—a fragrant, mellow-sweet tobacco that soothes the nerves and brings the happy, contented feeling that comes from thorough satisfaction. Made of the famous "bright" Virginia-North Carolina leaf, "Bull" has been the great American smoke for three generations. There is no other tobacco like it. You "roll your own" with "Bull" and enjoy a real smoke.

THE AMERICAN TOBACCO COMPANY

One of the BULL DURHAM ads. now appearing in local and national publications.

Don't Judge Florida and Georgia

Tobacco By Other People's Packings

If you want to see a fancy packing of the 1915 crop of Florida and Georgia wrappers, that burns and tastes as good as any tobacco grown, superior in yield and colors

We Are Now Ready to Show Our 1915 Crop

Beautiful Light Colors and Perfect Burn
Good Quality Tremendous Yield

Samples Ready for Inspection at the Company's Office

AMERICAN SUMATRA TOBACCO COMPANY
142 WATER STREET, NEW YORK

Distinctive
vs.
Commonplace

Consider the large number of cigars packed in wooden boxes—each box practically the same size and shape.

You then realize the advantage of putting your product in a distinctive container.

HEEKIN CANS

are lithographed in attractive, attention-compelling designs and colors, originated by our staff of artists. Your smokes, when packed in Heekin Cans, because of the attractiveness, will receive a prominent position on the dealer's case, thus increasing the sale of your product.

Get in touch with us—we'll gladly submit color sketches for a distinctive design. For cigars, stogies, snuff, chewing or smoking tobacco, our cans are unsurpassed containers.

Send for sample

THE HEEKIN CAN COMPANY
Culvert, 6th and New Streets
CINCINNATI, O.

"Heekin Can Since 1901"

By Special Appointment To the Late King Edward VII

Philip Morris
The World's Oldest Highgrade Turkish **Cigarettes**
Plain End or Cork-Tipped

"The Little Brown Box"

PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York

Flor de
Jeitles
CLEAR HAVANA CIGAR
5¢
JEITLES & BLUMENTHAL, Ltd.
PHILADELPHIA.

A Favorite with the BEST Cigar Stores Restaurants Hotels and Clubs

Manufacturers
PEDRO CASTRO & CO., Tampa, Fla.
New York Distributers
LOUIS G. SMITH & CO., 52 Beaver Street

M. MELACHRINO & CO., Inc.
EGYPTIAN CIGARETTES
You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. | London, 8 Regent St., S. W. Capetown, South Africa | Calcutta, 10 Government Place Alexandria, Rue Cherif Pacha | CAIRO, Head Office and Factory Hamburg, 18-20 Grosse Backerstrasse
AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD — PRICE LIST UPON APPLICATION
214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVI. PHILADELPHIA AND NEW YORK, JULY 1, 1916. No. 13.

CALL TO ARMS FINDS TOBACCO FIRMS READY TO DO THEIR SHARE

Three Big Employers Will Hold Positions Open and Pay Wages to Men Who Respond—Additional Concerns Will Probably Follow—Similar to Action of British Tobacco Firms

SHOWING their appreciation of the fine public spirit and patriotism of those of their employees who have answered the call of the President, the Secretary of War, and the Governors of the respective States, with reference to mobilization, the American Tobacco Company, P. Lorillard Company, and the United Cigar Stores Company, have notified these men that not only will their positions be held open, but that full salaries will be paid during their absence. On Saturday last checks went out for full salaries for the men who had already joined their colors.

The splendid sentiment which has actuated the bigger concerns to undertake this burden evidences a high patriotic spirit. And this move on the part of employers is by no means confined to the tobacco industry.

The following letters will prove of interest to the trade:

New York, June 20, 1916.

To the Auditor, Factory Managers, Sales Department Managers, Leaf Department Managers, of The American Tobacco Company.

Gentlemen:

It is our earnest desire that all of our employees who belong to military organizations affected by the orders of the President, the Secretary of War and the Governors of their respective States, with reference to the mobilization of troops on account of the Mexican situation, respond to such orders. We desire all of such employees in making that response to have the assurance, in the first place that upon their return the positions they left will be waiting for them, and in the second place that full salaries will be paid during their absence from their employment on account of this, their performance of their patriotic duty. Please let all employees affected know of your receipt of this communication, and get from them directions as to how payment shall be made of their wages or salary during their absence in the performance of this, their country's service.

Very truly yours,

Pennal S. Hill,
President.

Dear Sir:

A number of this Company's employees who are members of the National Guard of various States, have made an immediate response to the call of the President, and have gone, or are about to go, to camp with their respective commands, in preparation for service on the border or in Mexico.

These men are actuated by a high sense of patriotism and a fine public spirit. This Company is proud of their unhesitating response to the call of duty and of the sacrifices which they will undergo for the common good. The Company has every confidence

(Continued on Page 18)

JACOB WERTHEIM AGAIN HEAD OF TOBACCO MERCHANTS' ASSOCIATION

Officers Unanimously Elected—Joseph Cullman, Jr., Succeeds Charles Fox—Special Committee Appointed to Determine Proper Dues—Call to Be Issued for Additional Dues

AT a recent meeting of the board of directors of the Tobacco Merchants' Association, held for the purpose of electing officers for the ensuing year, Jacob Wertheim was unanimously re-elected to fill the office of president. George W. Hill, Edward Wise, Jesse A. Bloch, Asa Lemlein were re-elected vice-presidents; Leon Schinasi, treasurer; Charles Dushkind, secretary and counsel.

Joseph F. Cullman, Jr., who was recently elected president of the Cigar Leaf Tobacco Association, succeeding Charles Fox, has also succeeded Mr. Fox as vice-president of the Tobacco Merchants' Association, to represent the leaf tobacco interests on the executive committee.

The matter of raising additional funds was discussed and it was decided to appoint a special committee to determine and pass up the adequacy of the amounts subscribed by members, and to raise the dues in each case where they shall find that the amount subscribed for is not commensurate with the size and extent of the member's business.

On that committee the following gentlemen were appointed: A. L. Sylvester, Geo. W. Hill, Edward Wise, Joseph F. Cullman, Jr., Julius Lichtenstein, Asa Lemlein and George H. Hummel.

This committee met later at the office of the president, and a call was issued to the members for additional dues where the amounts paid were inadequate.

The first Year Book of the Tobacco Merchants' Association will be issued shortly. It will contain about two hundred pages, and will contain a store of learning, knowledge and research work that will make it very valuable to the active tobacco man.

It will contain, among other things, a directory of all supply houses furnishing the tobacco industry with premiums, supplies and related products that are associated members of the Tobacco Merchants' Association.

Schulte Cigar Company in Country-Wide Expansion

Pease & Elliman, in conjunction with Willard S. Burrows Company, of New York, have secured for the Schulte Cigar Company options for long-term leases on thirty-seven store locations situated throughout Bridgeport, New Haven, Hartford, New London, New Britain, Springfield, Worcester, Providence, Albany, Syracuse, Rochester, Buffalo, Cleveland, Toledo, Detroit, Union Hill, Camden, Trenton, Pittsburgh, Philadelphia, Scranton, Harrisburg, Washington, D. C., and Baltimore. Negotiations are pending in the above and other cities for a considerable additional number of properties. Pease & Elliman have recently leased to the Schulte Cigar Company in New York City, Brooklyn, Long Island and Chicago, nineteen properties for branch-store establishments.

IRREGULAR PAGINATION

ALLIES LET BIG LEAF CONTRACTS

Louisville Firms to Furnish 23,400,000 Pounds—Deliveries to Be Made This Month

THE French Government has just closed a contract for the purchase through three well-known Louisville firms of 23,400,000 pounds of Kentucky tobacco, says a notice in the Journal of Commerce.

It is the understanding that the tobacco is being acquired for distribution among soldiers in the field daily in European war. The Louisville firms awarded the contract are E. J. O'Brien & Company, G. O. Tuck & Company, and T. D. Williams & Company.

This is undoubtedly one of the largest single orders for tobacco grown in Kentucky in some time and that it will be of benefit to growers and financial institutions in various parts of the State is obvious. The largest transaction in the history of the Kentucky tobacco industry was consummated six or seven years ago when the Burley Tobacco Society sold out the 1906 and 1907 pooled crops of Burley, accumulated during the tobacco war, to the American Tobacco Company.

The article announcing the sale of the tobacco to the French government, which is of interest in business circles, follows:

"Indication that the Allied governments are continuing to purchase heavily in the American markets is seen in several important transactions concerning which details have now been made public. Announcement was made yesterday by the Oriental Navigation Company that it had closed a contract with Charles Grouzello, a member of the French Purchasing Commission in this country, for the transportation of 23,400,000 pounds of leaf tobacco. This tobacco has been bought by France from E. J. O'Brien & Company, G. O. Tuck and T. D. Williams, of Louisville, Ky., and ninety carloads are already on the way to this port.

"The entire purchase, amounting to approximately fifteen thousand hogsheads, will be forwarded during July and August, and is said to be the largest amount of tobacco bought to date by any foreign government.

"The first shipment will be made on the steamer 'Kirsten,' which will carry a full cargo and will be rechristened 'Lady Nicotine' for the voyage. Other shipments will be made on the vessels of the company sailing in July and August, while 15,000 tons of steel for the French government will also be carried. The price paid for the tobacco could not be learned last night."

If as stated the tobacco is to be used by the soldiers for smoking and chewing, this order is interpreted by persons watching the progress of the war as an indication that the finances of the Allies are far from running low; the argument being made that the French government would not invest money in such a luxury as tobacco if munitions and foodstuffs and real necessities of life were scarce.

M. Perez Company Unbonds

The unbonding of the cigar factory of M. Perez Company, Key West, has been effected. Every effort was made to discover the benefits of the bonding system, and while it did prove that an impetus was given to sales the expenses of operating in bond more than offset the advantages gained from it.

Acy Lehman has opened a new cigar store in the Kay Building, at Main and Madison Streets, Memphis, Tenn.

LANCASTER TOBACCO MARKET

Sensation Caused by Contracts for Unplanted Crops—1909 Leaf Finding a Ready Market

Lancaster, Pa.

SOMETHING of a sensation has been created in local leaf tobacco circles by the confirmation of what were only rumors for several days, that the agents of at least one big outside tobacco concern were offering to contract for the tobacco of 1916, a crop not yet planted, and it is known that some few contracts were signed, as high as 15 cents a pound for wrappers and 3 cents a pound for fillers being offered. A few years ago, for two seasons crops were bought on the field shortly before the cutting period, as the result of which many lawsuits followed, due to the packers not being satisfied with the tobacco delivered and the growers being disgruntled through being "docked" in consequence. For some years since then the packers have been content to wait either until the crop was in the shed curing or had been stripped.

Such a thing as contracting for tobacco not yet planted was never before heard of in Lancaster County. Of course, the contracts require the tobacco on delivery to be of a certain quality. It has been many years since 15 cents a pound was offered for Lancaster County tobacco, and this was only offered to growers who have made a reputation for growing a high standard. It is understood that this will not be the price all through, but it shows conclusively that the big concerns that have been buying most of the Lancaster County crop the last few years will be hot after the 1916 tobacco, and that surely means a high general selling price.

Not in many years has the planting of the tobacco crop of the county been delayed so long as this spring. The cool, wet weather has been responsible. It is estimated that only about one-fourth of the crop has been planted up to this time. As a result, the seed beds are becoming overcrowded by the small plants which have continued to make good growth, and it is feared by some farmers that this may cause a stunting in the further growth of the plants when set out in the fields. Many farmers are apprehensive that the delay in the planting of the tobacco will cause a very late harvest, which will subject the crop to the danger of damage by frost.

Tobacco plants are plentiful this year, the supply being more than sufficient to meet the expected increase in acreage.

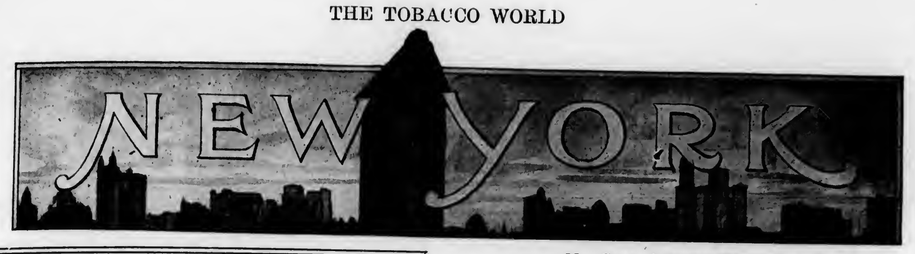
The notable feature of the past week in the tobacco market has been the sale of several large packings of the 1909 goods. There is a very marked shortage in all kinds of tobacco, the heavy demands from Europe being responsible, and anyone having even the formerly undesired 1909 goods can now find a ready market for it, the recent sales having been made at 12 cents.

Elliot, Ottenheimer & Elliot to Incorporate

The firm of Elliot, Ottenheimer & Elliot, Baltimore, Md., will by July 1st incorporate as Elliot, Ottenheimer & Elliot, Inc., and remove to their new factory, 102 and 104 West Lombard Street.

They will continue to manufacture all the old firm's brands.

A certificate of incorporation has been filed in New York State by the Sanitary Cigar Cutter Corporation, with a capital stock of $40,000. The incorporators are named as L. Lieberman, H. J. Levy, and H. J. Rothschild.



Heard on Broadway

Leslie Pantin is expected in New York this week with his family.

George J. Whelan, of the United Cigar Stores Company, was a recent visitor in Chicago.

"Brennig's Own" cigarettes are now installed in their new quarters at 30 East Forty-second Street.

Nat Rice, of the Stachelberg Company, has returned to his offices after a trip through New England.

Emil Judell, of H. Judell & Company, well-known San Francisco jobbing house, is in New York on business.

Ed Wodiska, of Corral, Wodiska y Ca., was a recent visitor to the New York trade. He has left for Chicago.

George B. Freitag, of Chicago headquarters of the American Tobacco Company, has come to town for a visit.

Melachrino & Company, of Canada, have decided to change their name to the Tobacco Products Corporation of Canada, Limited. The capital stock has been increased to $250,000.

Henry Ottenberg, the well-known Manila importer, has been notified that a shipment of 600,000 cigars for him is in transit across the continent.

A. Determann, of the Manila Commercial Company, has received advices to the effect that the U. S. Transport "Thomas," due to arrive in San Francisco about July 15th, will bring 1,150,000 cigars from their Manila factory.

Lorillard Traffic Manager Co-operates With T. M. A.

Phillip Croxton, traffic manager of P. Lorillard Company, has taken quite an interest in the campaign for the privilege of using fibre-board boxes for shipping cigars.

The Western Classification Committee, which covers the entire territory west of the Mississippi River and the Official Classification Committee which covers the territory east of the Mississippi and north of the Potomac have already changed the classifications so as to permit the use of the fibre-board box, but the Southern Classification Committee, which covers the territory east of the Mississippi River and south of the Potomac River is still enforcing its old rules, which practically prevents the use of fibre-board boxes for cigars in the territory covered by that committee.

In connection with the hearing held by the Southern Classification Committee last week, Mr. Croxton submitted quite a lengthy argument and also an interesting brief on behalf of P. Lorillard Company. A decision is expected before long.

No Case Against Maurice Cotton

MAURICE R. COTTON, a member of the tobacco firm of Hail & Cotton, of Louisville, Ky., was discharged from custody on June 21st, by Clarence S. Houghton, United States Commissioner. Cotton was arrested some time ago, on complaint of George F. Anderson, a special agent of internal revenue, who charged that the defendant, with Dominico Suracei, in business here as the State Leaf Tobacco Company, Incorporated, and Emil Berger, in business as the Interstate Tobacco Company, Incorporated, had, on May 10, 1913, conspired to defraud the United States. By means of fictitious sales, the complaint alleged that Cotton made it possible for Suracei and Berger to make irregular entries in their books.

Moving for the dismissal of the complaint against Cotton, Emilio Yaselli, Assistant Federal District Attorney, consented that a letter, addressed to Henry A. Wise, counsel for Cotton, by A. Snowden Marshall, District Attorney, be made part of the record. The letter says, in substance, that Mr. Marshall, after going over the case, finds that there was no evidence to warrant the prosecution of Cotton.

Truck Drivers Arrested on Fraud Charge

Walter Gorman and James McNally, truck drivers, and a man named Robert Janaw, all of New York, were recently arraigned in that city before United States Commissioner Clarence S. Houghton on the charge of being concerned in a conspiracy to defraud the United States Government. Complaint was made by George C. Snedden, a customs agent, that the truckmen, on June 17th, removed a case of tobacco from the platform of the United States Appraiser's Stores, at 641 Washington Street, and that it was afterwards turned over to Janaw. Pending examination on the complaint Gorman and McNally were held in $1500 bail each, and Janaw's bond was fixed at $2500.

J. A. Voice Calling on Western Customers

J. A. Voice, secretary of the well-known lithographic house of Pasbash-Voice, has recently been making a trip through the West in company with John B. Thatcher, Western manager, calling on the trade.

Relative to business conditions, Mr. Voice states that he found the cigar manufacturers in Detroit, Cincinnati and Chicago behind on their orders and short of help. Everything in these cities was very favorable.

Mr. Voice has recently been spending some time in Chicago at the Western headquarters of the firm. The Pasbach-Voice Lithographic Company is taking care of all its customers in a first-class manner.

"United" Realty Holding Company Retains Quarters

The United Merchants Realty and Improvement Company, the holding concern for the United Cigar Stores Company, has decided to retain its present quarters at 44 West Eighteenth Street. The new lease is made one year in advance of the expiration of the present one. The new lease is for five years from May 1, 1917, at an aggregate rental of about $250,000 for the term.

The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, June 23, 1916.

THE past fortnight has shown a retrograde movement in our market, as compared with the previous two weeks, which owing to the small stocks of old tobacco on hand, and that the arrivals of the new crop from the country have been only very limited so far, is easily enough explained. It is said that there are not more than about 2000 bales of first capaduras for sale in first hands, none of seconds, or any of the lower grades, although there remain some few wrappers and 4's (cuartas), of last year's Remedios growth, for local consumption. Of Vuelta Abajo, of the 1915 crop, there remained some larger stocks in our market, but after the buyers of the Spanish Regie examined the colas and loose leaves, we understand that they cleaned up the great bulk of them (although we cannot yet state the exact quantity of bales), so that now it will be hard to find any more goods of this character. The new goods, which have come forward, while partly fair enough in quality, are, however, still too green to be workable for a long time to come. As in every year, with a prolonged drought during the growing season, there are enough yellow leaves to be found, but as they are not dry in texture, on the contrary showing life, it is possible that they may change in color later on, when they have undergone the second sweat in the bales. The new Remedios, which have come forward from the country, ought not to be taken as a criterion, as they were farmers' packings, rushed to the market in a hurry, and had not passed the required fermentation process in the piles, therefore are liable to rot.

The escogidas in the country will not be in full swing until the coming month of July, as the experienced packers, as well as vegueros, will not disturb the piles, until the bundles have had the full forty days of fermentation, as formerly in years of a heavy quality tobacco. This year, all the leaf is of a heavy nature, even the shadegrown one in the Partidos, therefore the extra gum can only be eliminated by a longer process of sweating. The former so-called dry (seco) styles will be almost absent. Nobody wants to see a repetition of the fatal year of 1907, the principal fault of which had been, that the tobacco was rushed to the market without having undergone enough fermentation in the piles, therefore the leaf retained its crude character for several years.

Prices are high this year for all kinds of leaf in the Republic of Cuba, caused by the universally short crop of leaf tobacco in all the leaf-growing districts, therefore American buyers will have to make up their minds to pay higher prices than ever for the goods they may need this or next year. This is the penalty of too much success for a neutral nation, like the United States, which has profited immensely by the European war, and caused such a glut of money, that the purchasing power of the golden coin has decreased, while, on the other hand, all kinds of merchandise have advanced enormously. Tobacco forms no exception in the economy of the world trade, as hindered by Nature, all crops are not sufficient to meet the demand, which, through the large fighting armies, has increased out of all normal proportions. American cigar manufacturers must either raise prices, or go out of business, this is inevitable, and the smoker must bear his share of the burden by paying higher figures likewise for his comfort and enjoyment of the weed, or do without it. Wages for all working men have risen all over, therefore he is also able to spend more upon his living expenses and comforts. High prices are bound to stay for some time to come, even if the war should come to a close before long, unless we should have bumper crops, so that the supply should greatly exceed the demand.

As far as our island is concerned, we can hardly look forward to a big crop of tobacco in the year 1917, as long as the sugar prices keep up, and which industry can afford to pay higher wages to the laboring classes, than the tobacco industry. Under normal circumstances we are sure that high prices for our leaf would stimulate the raising of large crops, provided naturally that Nature should favor us by a suitable temperature, but under the abnormal conditions existing at present, we are sceptical that we could raise a large crop, as there are not enough hands to attend to the tobacco fields. In all likelihood we may be only able to grow a moderate-sized crop on this account, therefore manufacturers ought not to make themselves any illusions, that we shall see lower prices again in 1917, and go to work in earnest in raising prices to such an extent as to make some money on the capital invested by them in their enterprises.

Sales during the past fortnight totalled 8703 bales, which consisted of: Vuelta Abajo, 4527; Partido, 588; and Remedios, 3588 bales.

Buyers were: Americans, 2128; exporters to Europe, 5825; shippers to South America, 763; and our local cigarette manufacturers, 987 bales.

Exports of leaf tobacco, from the port of Havana, from June 8 to June 21, 1916, totalled 12,777 bales, which were consigned to the following countries, viz.: To all ports of the United States, 11,633; to Canada, 181; to Great Britain, 40; to the Netherlands, 479; to Norway, 25; and to the Argentine Republic, 389 bales.

Receipts of Leaf Tobacco From the Country

	For two weeks ending June 16, 1916.		Since Jan. 1, 1916.	
Vuelta Abajo	7,467	bales	37,703	bales
Semi Vuelta	259	"	2,581	"
Partido	78	"	688	"
Remedios	773	"	17,912	"
Oriente	8	"	2,806	"
Total	8,585	"	61,690	"

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: B. Meyer, of Mendelsohn & Meyer.

From Tampa: Matt W. Berriman and Jose Cosio, of Berriman Brothers; Edgar J. Stachelberg, of Jose Lovera Company; Manuel Corral, president of Corral, Wodiska & Company; Jose Escalante, of Jose Escalante & Company; and Jaime Pendas, of Moreda & Company.

From Key West: Vivian M. Meyers, of the Cortez Cigar Company.

Returned—Reginald Bray, of Ernest Ellinger & Company; and Mark A. Pollack, of Mark A. Pollack.

Departures—To New York: B. Meyer, Rene Berndes, and Leslie Pantin, with his family.

To Boston: Albert W. Kaffenburgh.

To Tampa: Edgar J. Stachelberg.

To Colon: Jose Moran.

To Spain: Gregorio Obeso (brother of Candido Obeso), and Mrs. Antero Prieto and daughter (Sobrinos de A. Gonzalez).

Cigars

The British imbroglio about letting our exporters ship one-third of the quantity of cigars exported last year to the United Kingdom, does not seem to have disappeared yet, although we noted that the Trust has exported over 300,000 cigars last week to Great Britain. Part of this large shipment may be a Government order for the army and navy at home, and on the fighting lines in the different countries, which are affected by the war, and part may be forwarded to London or Liverpool for re-export to foreign countries. Our independent factories claim to have received no cables yet to ship goods to England direct.

Romeo y Julieta is working normally at this season of the year. Don Pepin Rodriguez arrived at Cadiz, Spain, on the 20th inst.

Partagas is doing as well as could be expected at the moment. Don Jose Moran has been promoted from the position of foreman of the selecting room to be a traveling salesman in Central America and Venezuela, having left via Colon, last week. Don Angel Granda, formerly of the Aguila de Oro factory, occupies the position held by Don Jose Moran.

H. Upmann is working as regularly as always at this time of the year, having no lack of orders.

Por Larranaga, Punch and Sol and Devesa de Murias are fairly busy, but would not object to being blessed with more orders. The other factories are experiencing rather dull times at the moment.

Leaf Tobacco

Jose del Castillo de la Rosa has closed out his holdings of leaf, handed in his license as a leaf dealer, and will retire to his former home in the Canary Islands.

Aixala & Company sold already 294 bales of their new Partido packing, in the last two weeks.

As reprehensible war measures of the British Government, concerning neutral nations, we beg to mention the following two cases which have come to our knowledge, and which do not speak fair for the proverbial justness of the great British nation.

J. F. Berndes & Company, originally a German firm, but now controlled by Cubans, and therefore virtually a Cuban firm, were notified by the directors of The Northern Fire Assurance Company, of London, that their general agency, which they have held for forty years to the entire satisfaction of all concerned, was cancelled. Messrs. J. F. Berndes & Company issued a circular to their customers, stating the facts and appealing to the fairness and equity of their customers to protect their interests upon the expiration of the policies issued by them, as they had taken the preliminary steps to represent another company.

An American banker told us that he had made a collection of some money for a German firm, and that his letter with the remittance had been returned unopened by the British censor. Furthermore, it is a fact that the correspondence between the Netherlands and Cuba is opened by the British censor, delayed unnecessarily, and sometimes does not reach us at all. Cables are treated likewise in the same manner.

Leslie Pantin has been a big buyer again, with 2975 bales of leaf, for account of his customers, during the past fortnight.

Shippers above 200 bales of leaf tobacco, from the port of Havana, during the past fortnight were: Leslie Pantin, 2269 bales; J. F. Berndes & Company, 1619 bales; Mark A. Pollack, 1472 bales; Perez, Capin & Company, 1107 bales; Walter Sutter & Company, 870 bales; Bridat & Company, 622 bales; J. Bernheim & Son, 559 bales; Carlos Arnoldson & Company, 536 bales; Menendez & Company, 480 bales; Maximilian Stern, 467 bales; Cuban Land and Leaf Tobacco Company, 415 bales; Jose Suarez & Company, 411 bales; Ernest Ellinger & Company, 386 bales; Manuel Suarez, 358 bales; M. A. Gunst & Company, 213 bales; Rodriguez, Mendez & Company, 206 bales.

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Wisconsin Tobacco Market

Edgerton, Wis.

Ten days of suitable weather for outdoor work in the fields is about all that is necessary to see the 1916 tobacco crop safely set in the fields. At the present writing the plants are further advanced than the work of preparing the soil, which has been interfered with by recent heavy rains. But a good start has been made in getting the crop out and with plenty of plants everywhere ready for transplanting, this work will now go forward rapidly when the weather permits. A good many of the early beds will be lost because the plants are already over size for use in transplanting.

The week has brought so much rain and discouraging cold weather that the plant beds are not making the expected advancement, nor has the farmer been able to put in much time at preparing the fields for transplanting.

The local markets have been visited by a few Eastern dealers in search of old stock during the week, but we do not learn of the closing out of any large lots so far. Other trading is of a small order nature.

Somerset Cigar Store Changes Owners

The wholesale cigar business of Harry L. Sipe, of Somerset, Pa., has recently been sold to Harry Drake and F. C. Lancaster. The business, which has been established a numbers of years, has been successful.

Huston Rickey Sells Stogie Factory Holdings

Huston Rickey, vice-president and general manager of Rickey-Johnson Company, of Portsmouth, O., manufacturers of cigars and stogies, has recently disposed of his stock in the company to Sherrard M. and Samuel Johnson. Mr. Rickey will continue as a director of the company.

Cleveland

Pyle & Allen's "Melachrino" Window a Hit—Cuthbert Back From "La Saramita" Campaign—Cleveland's Baseball Team Boosts Attendance and Cigar Sales

June 27, 1916.

TRADE reports for Cleveland and vicinity are good. Both manufacturers and retailers are well pleased with the conditions this spring.

One of the most novel window displays seen in this city has been on display in Pyle & Allen's Euclid Avenue store. Wm. Hallauer, representative for "Melachrino" cigarettes, was the originator of the idea. The window was fitted up with Oriental rugs and furniture with a young lady dressed in Oriental costume. He also had a number of cigarettes in the window and offered a prize to the one guessing the nearest to the number on display. Needless to say that it made a big hit and also boosted the sale of "Melachrino's" in Cleveland.

The summer season is now on in full blast; all city parks and lake resorts are open; which will mean a lot more cigars will be consumed, as they are all carrying a big line of popular brands. A smoker will be able to secure his favorite brand at any of the stands.

Mr. Berger, district manager on "Palma Villa" brand, has been in the city for the past two weeks boosting the sale of "Palma Villas" through the J. B. Mars Company.

Dick Cuthbert, of the Shields-Wertheim Company, has just returned from a three weeks' advertising campaign on "La Saramitas" through the southern part of the State, where he was working with Bert Smith, of the Shields-Wertheim Company.

Phil Cohen, of the Bond Street cigar store, reports business is fine. Mr. Cohen has only had control of the above stand a short time, but has made a host of friends and customers in that vicinity.

Fred Golmar, of the Fred G. Golmar Cigar Company, reports business in all of their four stands was never better.

Cigar dealers in the vicinity of the baseball park are doing a bang-up business this season, as the Indians are drawing tremendous crowds. This town has certainly got the baseball fever, as the article below, taken from a recent issue of the "Cleveland News," shows it has hit the cigar dealers as well as others:

> "When it comes to batting averages, Tris Speaker, Jack Graney and Elmer Smith aren't in it with Mrs. Rachel Jones, proprietress of a cigar store at Prospect and East Eighteenth Streets. Mrs. Jones is batting an even thousand, while Speaker, Graney and Smith are mere pikers trailing along in the three hundred class. She has attended every game the Indians have played at home so far this season and expects to see all of the rest. Friends of Mrs. Jones say if she is unable to get any one to attend to her business during the afternoon when the Indians are at home, she locks up shop and hikes to the ball park, no matter how much business she loses."

A. C. Wertheim, of the Shields-Wertheim Company, has just returned from Mt. Clemens, where he combined business with pleasure.

E. Schoenberg, of the Euclid Arcade cigar stand, reports business is fine.

The Annex cigar store, owned by George Ruchard, has undergone a complete change. Mr. Ruchard has installed the very latest in fixtures; all humidor, wall and floor cases done in mahogany and marble. Mr. Ruchard's store is now one of the most attractive in the city.

Tom Lloyd, popular cigar dealer of upper Superior Avenue, reports his business this year is far ahead of any previous year of his business career.

Mrs. Herbert, of the Rose Building cigar stand, informed the writer that her business is ahead of last year, notwithstanding the fact that a number of tenants are on their vacations. The Builders' Exchange are now in their new quarters in the building, which will be a big item in increasing her business.

Dick.

CALL TO ARMS FINDS TOBACCO FIRMS READY TO DO THEIR SHARE

(*Continued from Page 13*)

that their services so freely given will reflect credit for all time upon themselves and upon the Company.

These men may feel assured that their positions with the Company will be held open for them and that their salaries will be paid in full. The Employees' Bounty Plan will also remain in operation with respect to them.

This arrangement will continue in effect at least until January 1, 1917, at which time the matter will again be considered by the directors of the Company, if necessary, and a further announcement made.

Salaries will be paid during the employees' absence either to such persons as the employees may designate in writing to receive the same, or will be retained by the Company and paid directly to the employees on their return to the Company's service.

Very truly yours,
(Signed) Thomas J. Maloney,
President, P. Lorillard Company.

Tobacco at Kut-El-Amara

We have had testimony in plenty of the uses of tobacco in keeping up the spirits of the men in the trenches along the fighting fronts of Europe. It has had its part also in sustaining soldiers under the most adverse conditions of war. Only now are reports coming of the horrors of the siege of Kut-el-Amara, where thousands of British under General Townsend were penned up for months and surrendered to the Turks only that they might be spared death from starvation. Aeroplanes relieved their wants to some extent, and no "godsend" from the skies was more welcomed by the hungry and diseased men than the packages of cigarettes dropped into the beleaguered camp from the airships. As men died their possessions were disposed of to the living skeletons who remained. One dead officer's kit was sold at auction. The record shows: "Eighty dollars was paid for a box of 25 cigars and $20 for 50 American cigarettes." Men who smoke will understand that.—Exchange.

Woman Starts Fund for Tobacco for U. S. Soldiers

A woman in Oklahoma City has started to raise a fund to supply the boys in khaki with smoking material and has asked the citizens to contribute a quarter or more toward keeping them supplied. Major Hugh Scott, now with the expeditionary forces, is quoted as saying that tobacco means more to the soldiers than food and drink.

A Prize-Winning Window Display

This display appeared in the window of John J. Hanly & Company, dealers in imported and domestic cigars, at 825 Market Street, Wilmington, Del. During the recent Preparedness Celebration in that city a window decorating contest was conducted by the Wilmington Chamber of Commerce. The above took second prize in its class.

Greater Care Required in Tobacco Invoices

The Treasury Department, in a circular letter to Collectors and other officials just issued, calls attention to the need for greater care in the preparation of shippers' invoices covering tobacco. Assistant Secretary Peters stated in the letter that invoices of imported tobacco must specify in detail the character of the tobacco, its origin and grade, and, if purchased, the time when, place where and from whom purchased, and the price paid or to be paid for each bale or package, and if obtained otherwise than by purchase the actual wholesale market value.

"Packages or bales when containing leaf only," said the order, "shall be invoiced as filler; when containing both filler and wrapper, but not more than 15 per cent. of wrapper, shall be invoiced as mixed, and when containing more than 15 per cent. of wrapper shall be invoiced as wrapper. Collectors will not permit entry of tobacco unless the invoice conforms to the above requirements.

"If any tobacco is found not to agree with the invoice specifications, the Collector will withhold delivery of the particular package not agreeing and report the facts to the special agent in charge for investigation. If the investigation discloses fraudulent invoicing, the tobacco should be seized and the facts reported by the Collector to the United States Attorney for prosecution."

William Naughton has purchased the cigar store in Caryville, R. I., and will take immediate possession.

Tobacco Sales in Amsterdam

The public tobacco sales in Amsterdam have been particularly interesting this year on account of good quality and brisk demand. Five sales have so far been held. The total quantity of Sumatra tobacco sold was 104,561 packages (one package = 179 pounds), at an average price of 2.10 florins ($0.84) per half kilo (1.1 pounds). At the corresponding sales in 1915 the quantity was 79,502 packages and the average price was 1.43 florins ($0.57) per half kilo. The quantity this year was also much larger than in 1914 and the price was slightly higher.

The quantity of Borneo tobacco disposed of at these five sales during this year was 2174 packages, compared with 3046 packages last year. The average price was 1.58 florins ($0.61), or double last year's price, which was 0.78 florin ($0.31). The price this year was also higher than in 1914, although the quantity sold was less. The comparatively reduced quantity sold this year was due to the small supply so far received; and it is expected that the sales for the whole year will be fully equal to those of 1915.

The higher prices of both kinds of tobacco this year are due to the better quality compared with 1915 and to the active demand. The principal buyers were the United States and Germany. Last year few Germans attended the corresponding sales.—"Commerce Reports."

Tracey & Baker, 245 Mill Street, Bristol, Pa., have opened the first United Cigar Store Branch in that city.

Co-Operation Among Business Men

By Edward N. Hurley, Vice-President Federal Trade Commission

THE following remarks from an address by Edward N. Hurley, vice-chairman Federal Trade Commission, before the American Iron and Steel Institute, at New York, should be carefully studied. The whole trend of what Mr. Hurley said is, that that business is most progressive whose members co-operate for the whole trade:

"Co-operation is the watchword of the era upon which we are entering—co-operation between employer and employee, among business men, and between government and business. Trade associations and similar organizations are perhaps the chief media through which this co-operation can be made effective. Their field of activity should be extended and their work made more efficient.

"There are about 6500 commercial, industrial, and trading organizations in this country. These include 2500 chambers of commerce, commercial clubs, boards of trade, and similar promotive business organizations; a thousand manufacturing and mercantile associations of a general character, comprising business concerns in a number of different industries, such as state manufacturers' associations, credit associations, etc., and about 3000 trade associations—groups of business men in particular manufacturing, mining, or mercantile industries.

"The commercial club, the board of trade, the chamber of commerce, attempt to bring together business men of all lines for the many kinds of co-operative endeavor so necessary for the progress of a business community. The general manufacturers' and merchants' association fills a similar need for the broad manufacturing or mercantile field while trade associations consist of concerns in particular industries, and include manufacturing, mercantile, and producing associations; national and even international associations.

"The activities of all these business organizations are manifold, and the business done by their members runs into the billions These groups of associated business men are putting forth special efforts to improve systems of cost accounting, bettering their processes of manufacture, standardizing their output, obtaining credit information, and endeavoring to advance the welfare of their employees, and are bound to be most important factors in our country's development in the course of the next few years.

"Special commendation should be given to associations that are endeavoring to build up industry in these constructive ways. Successful production and successful merchandising require many steps in the process of changing the form of the raw materials, and putting the product on the market at a figure adequate to cover the cost of production and the cost of selling and net some profit to the producer, without charging the consumer an excessive price; and neither the individual manufacturer nor the government alone can work out the many serious economic and business problems involved, so successfully, as can a group of associated producers, laboring together in co-operation. These associations, when conducted intelligently and rationally, with the thought of bringing about improved business conditions, will make it possible for our industries to compete in price and quality in the markets of the world.

"The question of giving to our workmen continuous employment so that they may average longer periods of prosperity can be solved and other plans for their welfare can be worked out, through trade associations. As we have grown in manufacturing capacity we have come to realize that our employees are one of the most important parts of a successful establishment. That management is successful which is not only efficient in working out economies in production, but which also has the real interests of its employees at heart and which is anxious to have as many of its employees stockholders as possible, and which also realizes that without the hearty co-operation and enthusiasm of their men the best results cannot be obtained. Many corporations and firms, particularly those in the iron and steel industry, are now raising salaries and wages without the request from their employees. These benefits are commendable and should be supplemented by movements for the general welfare, planned and put into effect by our trade associations.

"Business and government can co-operate through trade associations better than in any other way. The Federal Trade Commission's report on industries will furnish associations with facts and figures, not now available, which will enable them to assist in developing and stabilizing their industries. We talk much nowadays about industrial preparedness and the mobilizing of our industries in case of war. This can be accomplished through trade associations more quickly than in any other way. In the countries of Europe these associations, in co-operation with the governments, have been important factors in improving conditions and particularly in extending foreign trade.

"There should be a greater degree of organization and of mutual helpfulness in all lines of trade and industry, so that American business may be welded into a commercial and industrial whole; the part of the government being to co-operate with business men, on request, to bring about the results that will benefit business and hence promote our national welfare.

"President Wilson's views on trade associations may be of particular interest to you. In a letter addressed to me, under date of May 12, 1916, he says in part:

"'Your suggestion, that trade associations, associations of retail and wholesale merchants, commercial clubs, boards of trade, manufacturers' associations, credit associations, and other similar organizations should be encouraged in every feasible way by the government seems to me a very wise one. To furnish them with data and comprehensive information in order that they may more easily accomplish the result that they are organized for is a proper and useful government function. These associations, when organized for the purpose of improving conditions in their particular industry, such as unifying cost accounting and bookkeeping methods, should meet with the approval of every man interested in the business progress of the country.'

"Take two manufacturers, say Jones and Brown. They are in the same line of business and bank with the same banker. Jones keeps an accurate cost accounting system, charges off liberally for depreciation on his buildings, machinery, etc. He charges his jigs, tools, dies and patterns against the cost of operation every month or at least every quarter. His overhead is distributed equally and fairly. He quotes a fair price on his product and his customers recognize that they are getting value received. He has a large bank account and is considered a conservative and substantial business man. Brown, his competitor, on the contrary, does not keep a cost accounting system; does not charge off for depreciation except a small amount at the end of each year. Brown maintains that his buildings and machinery are as good as they were twenty years ago. He charges his jigs, tools, dies and patterns to capital account and considers them valuable assets. He figures that he has been quite liberal when charging off ten per cent. for depreciation on these items at the end of the year. He is a heavy borrower at the bank and the banker is probably loaning him money that Jones, his competitor, has on deposit. This furnishes Brown working capital, to do what? To continue to run his business in a slip-shod, slovenly manner, to cut prices and ruin the industry in which they are both engaged.

"Ignorant competition is most dangerous to the development and success of our country. The Clayton Act and the Federal Trade Commission Act have no control over this menace. It is estimated that ninety per cent. of the manufacturers and merchants in Germany know absolutely what their goods cost to manufacture and sell. If you compare our figures, which show, according to estimates, that only ten per cent. of our manufacturers and merchants know what it costs to manufacture and sell their products, you have the answer as to why Germany has been so successful in developing such a high standard of efficiency in manufacturing and distributing their products not only in Germany, but in the markets of the world."

Cameron Machine Company Gets Russian Order

Some idea of the Russian's fondness for cigarettes may be had from the fact that Cameron Machine Company, of Brooklyn, New York, builders of the Cameron Principle Slitting and Rewinding Machines, are filling an order for use in the Russian tobacco trade calling for ten Cameron Machines to operate on cigarette tissue, and also on the mouthpiece stock used in the manufacture of Russian cigarettes. These ten machines turn out a tonnage of cigarette paper which would make Dr. Pease or any of the other Anti-Smoke Crusaders see red.

The order ran into considerable money, and the engineers of M. S. Friede, purchasing agent, gave a thorough investigation into the merits of other machines previous to selecting the Cameron. An important point was that Cameron Machines are already extensively used for this purpose here and abroad, and a further factor was that the same machine without any special adjustment could be employed also on the mouthpiece stock which everyone who has smoked a Russian cigarette knows to be lightweight cardboard, much like the old "Cubeb" of our boyhood days.

Cadillac Motor Company Attacks Cigarettes

According to the "North Carolina Health Bulletin," the Cadillac Motor Car Company has posted throughout its factories the following notice:

"Cigarette smoking is acquiring a hold on a great many boys in our community. The habit has grown in the last year or two. Since it is such a bad practice and is taking such a hold upon so many people, we think it is a disgrace for a grown man to smoke cigarettes, because it is not only injurious to his health, but it is such a bad example to the boys. Boys who smoke cigarettes we do not care to keep in our employ. In the future we will not hire any one whom we know to be addicted to this habit. It is our desire to weed it entirely out of the factory just as soon as practicable. We will ask every one in our factory who sees the seriousness of this habit to use his influence in having it stamped out. We have two objects in interesting ourselves in this matter: first, to help men and boys; second, we believe that men who do not smoke cigarettes or frequent the saloon can make better automobiles than those that do."

TAMPA TIPS

A. L. Cuesta, Sr., Returns to City—F. Lozano, Son & Company Factory Will Be Ready Soon—M. W. Berriman Now in Havana—Weidman-Fisher Company Succeeds Sheip-Weidman and Anderson Companies

Tampa, Fla., June 24, 1916.

ANGEL L. CUESTA, Sr., after attending the Tobacco Merchants' Association in Washington, decided to pay visits to some of his distributors and so has only just returned to Tampa.

Ed Wodiska, of Corral, Wodiska y Ca., is once more a "Knight of the Grip." A good demand is reported at the factory.

San Martin & Leon are receiving a steady call from their distributors for the "El Briche," "Flor de San Martin & Leon" and "Hoyo de Cuba" brands.

F. Lozano is expected at his factory shortly en route to Havana. The new quarters which this company are erecting should be ready for occupancy by the middle of the month. Orders show a nice increase over the business of the same period last year.

Salvador Rodriguez, manufacturer of the famous "Charles the Great" cigar, has left for New York, where he will join Mrs. Rodriguez.

Following the death of Henry H. Sheip, the interests of his estate in the business of the Sheip-Weidman Company have been purchased by his late partners, George F. Weidman and Thomas D. Fisher. The Anderson Manufacturing Company, also cigar box manufacturers of this city, have consolidated with the Sheip-Weidman Company and hereafter the concerns will continue business under the name of the Weidman-Fisher Company.

M. W. Berriman is still in Havana looking for sufficient leaf to supply the factory for some time. He has with him the factory superintendent, Jose Cosio. The factory reports a constantly increasing demand for the "Jose Vila" brand.

F. A. Torre, of the Sanchez y Haya Company, left recently for Chicago, where he will be for about four weeks. F. R. Diaz, of V. Guerra, Diaz & Company, is among the visitors to Havana in search of suitable leaf.

Perfecto.

Fresno Cigar Dealers Organize

A temporary organization of the cigars dealers of Fresno, Cal., has recently been accomplished with N. L. Peoples, as chairman, and C. F. Stebbins, secretary.

Charter members of the temporary organization are D. R. Kiser, Harry Allen, Bert Maul, O. W. Spears, H. H. Staples, Cartwright-Barnhill & Company, Joseph Giardina, A. Jacobson, and L. Mittenthal.

The San Francisco Retail Cigar Dealers' Association was represented at the first meeting by David Black and D. B. Dwyer.

When the organization is made permanent it will probably affiliate with the Western Cigar Dealers' Association, which includes a number of local organizations along the Pacific Coast.

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In the past few months, a number of new retail organizations in the cigar trade have sprung into existence and many old ones are showing greater activity than for some time. The best interests of the trade are superior to the interests of any one individual despite that individual's feelings in the matter. Evil practices and trade betterment can best be secured by business organization. Co-operation of this character is a sure sign of better business and a more cordial relationship.

Dealer Organizations

Heralded as the greatest convention of advertising men ever held, some ten thousand men and women interested in this subject are guests of Philadelphia this week.

Ad-Men's Convention

On Monday night was the great pageant which was viewed by more than a quarter of a million people stretched along Broad Street. It required about three hours for the parade to pass a given point. And for that length of time countless thousands stood and watched the mighty procession which proclaimed Philadelphia "the world's workshop."

There were representative floats from the cigar industry of the city, but there might have been more. It was a great opportunity for manufacturers of Philadelphia-made cigars to impress their brands on the minds of the thousands of out-of-town visitors.

It is worthy of comment that the cigar firms represented not only are believers in advertising, but have built up enormous sales by backing their advertising with goods of quality.

Every one of them began in a small way. They did not take time to wonder why their sales were not larger, but proceeded to make them larger by advertising. They have confidence in their goods and have the courage to tell the world and challenge competition. They have the competition, and the smokers by comparison have chosen to make Philadelphia-made five-cent cigars standards of quality throughout the United States.

It is surprising that more Philadelphia cigar manufacturers have not made an effort to capitalize the good-will of Philadelphia-made cigars through the various forms of advertising.

Philippine Cigar and Cigarette Exports

Comparative statements showing by months the number of cigars and cigarettes exported from the Philippine Islands to the United States during the first four months of 1915 and 1916.

Cigars

Month	1915	1916
January	4,219,398	4,506,224
February	9,120,487	9,857,689
March	7,094,886	5,619,246
April	3,800,928	7,369,630
Total	24,235,699	27,252,789

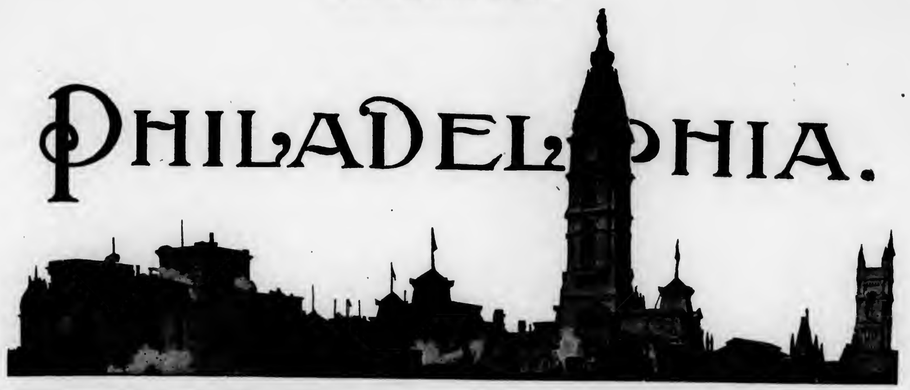
Cigarettes

Month	1915	1916
January	120,000	255,000
February	605,250	987,750
March	615,200	340,000
April	361,650	716,250
Total	1,702,100	2,299,000

The Man Who Introduced Cigarettes in England

Laurence Oliphant, a man both of letters and fashion, is generally credited with having first introduced cigarettes into English society. They became fashionable in about 1870 and had a revolutionary effect on smoking among women. Those of the lower classes had frequently been pipe smokers, but in society the ladies, perhaps for physical reasons, never took up either pipe or cigar to any extent. The cigarette offered them a milder and more delicate means of sharing man's delight in the weed.

Schussler & Arganza have purchased the cigar store of H. Bernheim in San Diego, Cal.



Philadelphia Notes

Warner Searle, of the Portuondo factory, has left for a trip through New York State.

Ed Wodiska, of Corral, Wodiska y Ca., stopped off here, en route from Tampa to New York.

E. F. Ames, of the United Cigar Manufacturers Company, was in attendance at the Convention.

Jack Planco, of the "El Planco" factory, was a recent visitor in Philadelphia during Convention week.

The "44" Cigar Company has secured a plot of ground in Camden, upon which they will shortly erect a factory.

Jeitles & Blumenthal report that they are behind on orders for their "Flor de Jeitles," "Statesmen" and "Royal Peer" cigars.

The M. J. Dalton Company, distributors of the "Mozart" cigar, reports excellent results and a steady growth of the business.

A. M. Schwartz was a prominent figure in the pageant on Broad Street, Monday night. He did his part to keep "Bold" cigars "Above All."

F. D. Vetterlein has returned to the home office after a trip through the South. He brought back some good orders on the "Saborosa" brand.

C. W. Saunders, of the Cortez Cigar Company, hobnobbed with other out-of-town men while the Admen were in session. He also filled out some nice orders.

Charles E. Waters, of the Yahn & McDonnell store, in the Widener Building, had the pleasure of stocking the steam yacht "Wakiva," owned by Joseph E. Widener, with cigars and cigarettes, prior to the New England cruise.

Norbert Lyons, who came all the way from Manila, P. I., as a delegate from the Manila Ad Club, to attend the Convention, brought along a case of Manila cigars to help advertise some of the good things that come from the Island possessions.

Cigar Firms in Ad Pageant

THE Philadelphia cigar industry was well represented in the Advertising Men's Pageant on Broad Street on Monday evening, when several of the larger manufacturers participated with appropriate floats.

"Cinco" was heralded as the biggest selling cigar in the world by a float which carried a reproduction of the first "Cinco" factory started by William Eisenlohr. Cigarmakers were observed at a table rolling the famous brand.

Why smokers get "Havana Ribbon" cigars in good condition, regardless of climatic surroundings, was emphasized by a large box of "Havana Ribbons" enclosed in their well-known humidor display case.

Dusky singers on the float of Bobrow Brothers kept the hundreds of thousands of onlookers along the line of march humming popular airs and rivetted their attention to a large box of "Bold" cigars, and the sign which proclaimed them "above all."

The "44" Cigar Company also prepared a float for the pageant which was a representation of the sailing yacht, "Princeton," which sails from the Inlet at Atlantic City during the spring and summer months. The sail was emblazoned with the large numerals, "44", finished in red and white, which is in keeping with their general color scheme of indoor and outdoor advertising.

Court Lets Tobacco Men Off With Light Fines

Thirty of the small tobacco, cigar and cigarette dealers, who were arrested last March in a sensational raid conducted by special revenue agents sent from Washington, pleaded guilty, recently, to technical violations of the revenue laws, and were let off with fines of $10 each.

In the raids, tons of unmarked and unstamped tobacco were seized by the Federal agents and that will be the subject of forfeiture proceedings by the Government.

In imposing the light punishment, Judge Dickinson took the view that they were first offenses. "I don't want the defendants to get the impression that because the punishment is a light one, that the offense is not one that merits more drastic action by the Court. If any of these defendants is again guilty of this offense, he cannot expect the extension of leniency."

Some excellent results have been obtained in Memphis for the "44" cigar through the efforts of Tillman Funk, who has been working with the J. T. Fargason Company, distributors.

Jose Lozano, of F. Lozano, Son & Company, was a recent visitor in Cincinnati.

The United Campaigns

THE following article from a current issue of "Printers' Ink" gives some idea of the national advertising campaign which the United Cigar Stores Company is about to begin. It also has a significant interest relative to the recent action of the board of directors in authorizing additional "United" agencies.

"Beginning in July, the United Cigar Stores Company will become a national advertiser. According to C. R. Sherlock, a director in the company, it will spend $250,000 to advertise its controlled Porto Rican brands of cigars and secure agencies all over the country to handle them.

"The cigars which will be advertised are 'Ricoro,' 'La Tunita' and 'La Restina.' The United Company is not a manufacturer, and the cigars are the output of the factories of the Porto Rico American Tobacco Company, of Porto Rico, a subsidiary of the American Tobacco Company.

"One of the strikingly interesting features of the new campaign is that the company has gone to work to line up, not only its dealers, but its stockholders, nearly 6000 in number, as will be seen in the subjoined letter sent out by President Edward Wise over his own signature to all of the stockholders, under date of June 15th:

"'As a stockholder of the United Cigar Stores Company, and on that account presumably interested in anything which contributes to our greater success, we are letting you know of a plan we are about undertaking to nationalize its fame.

"'This will be done through an advertising campaign to be made in the "Saturday Evening Past," "Collier's Weekly," and a large list of daily newspapers in the more important cities in which United Cigar Stores are located.

"'We start the campaign with double pages in the "Post" (issue of July 8th), and in "Collier's," same space (issue of July 15th). Pages will appear frequently in both publications thereafter.

"'We are going to make this the most remarkable cigar campaign ever attempted.

"'We have chosen our Porto Rican line of cigars ("Ricoros," "Restinas" and "Tunitas") to advertise. This is because no one comes anywhere near equaling these brands at our prices. They are pre-eminent.

"'We want you to be on the lookout for this advertising, and in our mutual interest, to put the force of your personal support behind it.

"'The story the advertising will tell is absorbingly interesting. It details a romance of business—our business which is also your business.

"'May we not ask you to join hands with us in this tremendous drive for bigger sales and bigger earnings?'

"The United Cigar Stores Company has never been what is known as a consistent advertiser, even in the local newspapers. It takes sixteen or twenty inches or so several times a year to make special announcements, and two or three years ago it ran a series of page 'good-will' advertisements in Chicago newspapers under the signature of its then president, George J. Whelan. It was thought at the time that the advertisements would be carried into other cities, but the plan was never carried out.

"The particular occasion for the inauguration of a national advertising campaign at this time is that the company has reached a 'distribution' of more than 1000 chain stores in 300 cities and towns and 100 agencies in as many different communities, and will be helped by advertising to open more at a faster rate. No stated number is announced as having been planned for the near future.

"'It may be 1000 or 10,000,' said Mr. Sherlock. 'We don't know ourselves. It depends altogether on conditions and the effect of the advertisimg. We have been trying out the agencies for two years in the vicinity of New York City, and have been moving very slowly and carefully. Now we are reasonably sure the plan is sound and complete and we are ready to go ahead faster. These letters you see bound up are from tobacco dealers, druggists and stationers who have our agency and show what they think of it—250 per cent. increase in business in one case, 300 per cent. in another, and so on. You would hardly believe that we have had thousands of letters from retailers all over the country who want to handle our cigars, but such is the case.

"'With the representation we already have in 300 leading cities and towns and what we shall get through the advertising, we can afford to use national mediums without much waste, and this waste will be progressively reduced.

"'There will be a few lines at the bottom of each ad inviting responsible dealers to get in touch with us and take on our agency.

"'We shall not jump at every one. Every applicant and the location of his store will be as carefully considered as if it were a new store of our own we were opening. We have persuaded many of our agents to move into new locations, as from the middle of a block to a corner, or from one corner to another.

"'The agencies all carry the United sign and shield and give our profit-sharing coupons. They receive our window advertising material and house literature, but are not, of course, subject to the supervision that our own stores get.'

"The company is supplying its agents, when asked to do so, with all of the tobacco, cigar and cigarette brands which it sells in its own stores. It is also providing other brands on request, as a matter of courtesy, but the announcement is made that it does not desire nor intend to develop a jobber business, but wishes to confine itself so far as possible to its own controlled brands."

Immigration Officials Take Evidence in Cigarmakers' Case

Chairman Jeremiah P. Hurley, of the United States Immigration Bureau, recently gave a hearing in the case of Ubald Lalime and Wilfred Beaulieu, the men who, it is claimed by the Cigarmakers' Union, were brought to Holyoke, Mass., from Canada, in violation of the immigration laws by Amedee Roberts, of the Roberts Cigar Company, 84 Lyman Street. Some time ago the two Canadians, with Mr. Roberts, had formed the Roberts Cigar Company.

Complaint was made to the United States authorities by the officers of the Cigarmakers' Union, who alleged that the men were imported from Canada as cigarmakers and then taken into partnership to secure cigarmakers at a lower wage than that called for by the union.

A hearing was held and the union claimed that they were able to present direct testimony bearing out the claims and that the men were to be deported. A stay in the proceedings was asked by the attorney for Mr. Roberts to give him a chance to present additional evidence and the recent hearing resulted. The evidence will be presented to the authorities at Washington and a decision in the case will follow.

Deaths in the Trade

William F. Monroe

William F. Monroe, president of the cigar company which bears his name, died recently in Chicago, after a long illness.

It was May 1, 1883, that he established a tiny cigar shop in the old Tribune Building. He remained as long as the building remained. When the present Tribune Building was erected he was one of the first tenants and the main store of the concern is now at 5 South Dearborn Street, between the two entrances to the building.

Part of all his summers was spent in the woods of Wisconsin, and he brought back to the store many varieties of fish which he had caught and stuffed. He was a life member of the Chicago Athletic Association, a member of the veteran corps of the First Infantry of the Illinois National Guard, of the Royal Arcanum and the National Union.

Mr. Monroe made a fortune and established a reputation for the business. It will be continued by the members of his family. The stores in the Tribune Building and the New York Life Building will be closed until Monday.

Mr. Monroe was fifty-six years old. He is survived by a widow, Mrs. Grace Clark Monroe, and two sons, W. F. Monroe, Jr., and Paul Clark Monroe.

John A. Porter

John A. Porter, a wholesale tobacco dealer, and prominent in Republican politics in Long Island City, died recently at his home in that place. He was former secretary of the Queens County Republican Club and chairman of the First Assembly District Republican Committee. He was twice candidate for assemblyman for Long Island City, on the Republican ticket.

Ignatz Kohn

Ignatz Kohn, president of the cigar manufacturing company of I. Kohn & Company, of New York, died recently at his home at Edgemere, Long Island. He was fifty-four years old.

George H. Seymour

George H. Seymour, head of the George H. Seymour Cigar Company, of Grand Rapids, Mich., died recently, after a short illness. For twenty-two years he was a traveling representative of the Schneider Cigar Company, and for the past eighteen years has been at the head of his own company. He was prominent in the Elks and in Masonic circles.

Henry D. Floyd

Henry D. Floyd, president and traveling representative of the C. B. Perkins Cigar Company, of Boston, died recently while watching the pageant at the new Technology ground at Cambridge.

Mr. Floyd was born in Lynn, Mass., fifty years ago. He was widely known in New England, and was a member of the Elks and of the Oxford Club.

A wife and daughter survive.

Edward R. Gallagher

Edward R. Gallagher, proprietor of the Wigwam Cigar Store, Lima, O., died recently, as the result of a cerebral hemorrhage. The deceased had lived in Lima for fifty years. He was sixty years old at the time of his death. He is survived by a widow, one son and three daughters.

Trade Jottings

William Belanger has recently opened a tobacco store in Quincy, Mass.

The Stag Cigar Store, in Des Moines, Ia., was recently sold by George Cary to Claus Winter.

Marty O'Toole, who ran a cigar store in Monticello, Ohio, sold his business to enlist with Troop D.

Will Lamb has purchased the Hedden cigar store in Cedar Falls, Iowa, and is now in possession of the business.

The E. A. Wood Cigar Company, of Grand Rapids, Mich., recently gave its third annual outing to its employees.

The men employees of the G. J. Johnson Cigar Company, of Grand Rapids, held their annual picnic and outing last Sunday.

The store of J. B. Kimball, in the Clark block, Milwaukee, Wis., has been leased by R. G. Plouff, who will open a cigar store there.

W. J. Mahany, resident manager of the United Cigar Stores Company, at Worcester, Mass., was recently married to Miss M. A. Carroll, of Buffalo.

A certificate of incorporation has been filed in New York State by the Presto Cigarette Case Corporation with a capital stock ranging from $20,000 to $200,000.

Certificate of incorporation has been filed in Wilmington, Del., by the P. B. Gravely Tobacco Company, to buy, sell and cure leaf tobacco. Capital stock, $100,000.

Ibach & Rader, of Newsmantown, Pa., have purchased the Moore-Lanning cigar factory in Richland, Pa. They plan to operate the factory at its capacity, fifty hands.

The Reynolds-Lindheim Cigar Company, of Chicago, has recently incorporated for the purpose of manufacturing and selling tobacco in all its forms. Capital stock, $25,000.

The United Cigar Stores Company have leased the store at 8 South Laurel Street, Bridgeton, N. J., for five years. After renovating the store it will be occupied by that company.

Under the management of J. C. Harris, a company has been organized to revive the "Raincrow" tobacco factory, in Maysville, Ky. The new company will manufacture twist tobacco and other kinds of chewing tobacco.

Certificate of incorporation has been filed in New York by the Oversea Tobacco Corporation, to deal in tobacco, sugar cane and lumber. Capital stock is $10,000. The incorporators named are T. E. Heller and J. B. Connelly.

Plans have been completed by the architects for a four-story brick building to be located in Meadow Street, New Haven, Conn., for John P. Kilfeather, cigar manufacturer. The structure will be 30 x 60 feet, and will cost about $20,000.

San Francisco

New Steamship Service Planned Between 'Frisco and Havana via Canal—Eugene Kohlberg a Recent Visitor—Ehrmann Brothers & Company in New Quarters

San Francisco, June 24, 1916.

THE vacation season has now opened in real earnest. In fact, San Francisco people appear to have taken to the vacation idea more largely this year than ever before. Business houses as a rule are encouraging their help to get away early and have all the business interference over at once and as soon as possible. The result is that San Francisco's June population has had a decided slump as compared with the regular run. Some of the retailers are feeling the effects of the decrease in population; but the actual decrease in the total volume of business is not large, and dealers are to a large extent taking advantage of the situation to get in vacations for themselves and their help. Footing up operations for the first half of the year, the trade as a whole finds that, notwithstanding the stimulus of the Exposition last year, the present year is running well ahead in the volume of business recorded.

M. H. Esberg, of M. A. Gunst & Company, has been named as a member of the Industrial Programme Committee of the San Francisco Chamber of Commerce, while Morgan Gunst, of the same house, has been made a member of the Legislative Committee of the same body.

Cigar men and leaf tobacco importers are interested in the announcement made this week that a new steamship line is to be established between San Francisco, via the Panama Canal and Cuba. Just what bearing the new line will have on the trade is a little uncertain; but it is believed that the net result of the new move will be a considerable cheapening of freight charges on the imports of Havana cigars and tobaccos.

George Weider, the well-known Woodland, Cal., dealer, is in San Francisco again on one of his periodical visits. He reports that business in his locality continues to improve right along, and that he is looking for a good fall and winter in spite of the fact that the dry weather has cut down crops more or less.

Eugene Kohlberg, formerly of Kohlberg & Company, of this city, but now of New York City, where he is in the leaf tobacco business, is in San Francisco this week on his way home from the Philippines, where he has been looking over the tobacco and cigar situation. Kohlberg & Company had a leaf tobacco and wholesale cigar business on Washington Street, at the time of the great fire in April, 1906; and by a strange freak of the conflagration the particular block in which the Kohlberg store was located was spared by the conflagration.

Before the first of July, Ehrmann Brothers & Company, wholesale cigar dealers, who have been located on Front Street, near California, since shortly after getting re-established after the big fire of ten years ago, will be completely established in the Hind Building, at 230 California Street, which has been completely remodeled for their needs. Ehrmann Brothers & Company are California distributors of the "Optimo" and other cigars.

H. L. Judell, distributor of the Y. Pendas & Alvarez lines in this territory, saw to it that the "Webster" brand was in the place of honor at the banquet board of the Sons of the American Revolution a few days ago. Mr. Judell says that business is holding its own very well in San Francisco, notwithstanding the advent of the vacation season; while in the country, and particularly in the mountain and Coast resorts, there has been a considerable improvement for some weeks. He is expecting Emil Judell, junior member of the firm, back from his Eastern trip within the next few days.

Luis Polin, well known to the trade through his cigar and other connections at the mining camp of Goldfield, Nev., has opened a cigar, news and stationery store at the new mining town of Oatman, Ariz.

C. E. Adams & Son have sold out the Orpheum Cigar House, at Bisbee, Ariz., to O. N. Jones of the same place.

Charles L. Staples, traveling representative of Park & Tilford, of New York, who was in San Francisco a few days ago on a tour of the entire Coast, was last reported in Los Angeles on the last lap of his journey. From that point he intends to strike out eastward, making a few stops on the road.

The wholesale store of Pagini Brothers, in the Italian quarter of San Francisco, was broken into by thieves a few nights ago, and robbed of a small quantity of cigars. One or two other attempts at robbing cigar wholesalers have recently been reported.

Edward Fisher, formerly with M. A. Gunst & Company, in San Francisco, has bought out the Kingsley Cigar Stand, at the foot of Market Street. It is given out that Mr. Fisher will make a specialty of the lines of M. A. Gunst & Company.

Dave Black, one of the specialty men of the "Philip Morris" cigarette line, has returned to San Francisco after a trip through the interior of California. Mr. Black is a well-known local window artist; and is understood to have done some particularly good work on this trip.

Allen.

Reorganization of Economic Machinery Company

At a recent meeting of the Economic Machinery Company, Worcester, Mass., held at 72 School Street, that city, a reorganization of the company was effected. Control of $200,000 worth of stock passed from Mrs. Frank O. Woodland, widow of the former vice-president and treasurer, and Horation Gates, who has been president of the organization since 1901. Daniel W. Gurnett is the new president. The concern manufactures labelling and cigar banding machines. It has capital stock to the amount of $250,000.

Demand for "7-20-4" Brand Shows Big Increase

As an indication of the improvement in business conditions, the recent report of the factory manufacturing "7-20-4" cigars in Manchester, N. H., is interesting. The brand is a high-grade cigar manufactured by Roger G. Sullivan.

An official statement from the factory is to the effect that the output up to May 1st, was in excess of 14,000,000 cigars. This represents an increase of more than two million cigars over the same period last year. This remarkable increase in the output of a ten-cent cigar indicates that there is a general feeling of confidence in the country and that smokers are not afraid to buy good cigars.

L. F. Dillman Heads Globe Tobacco Company

Following the death of Walter R. Hamper, president of the Globe Tobacco Company, of Detroit, the directors at a recent meeting elected Louis F. Dillman to the vacancy, caused by Mr. Hamper's death. The new officers of the company are Louis F. Dillman, president; John R. Kampf, vice-president; Charles M. Hamper, secretary-treasurer and manager. The above officers constitute the board of directors.

TRADE ACCEPTANCES

Address Before The Tobacco Merchants' Association by Ernest F. DuBrul

IN presenting this paper I disclaim any pride of exclusive authorship. Soon after the Federal Reserve Act went into effect, on a number of occasions I advocated re-establishment of the old-time bill-of-exchange. The Federal Reserve Board created the new and very happy name of Trade Acceptances for these time-tried and valuable commercial instruments. In the last year, this agitation has produced a number of good papers. To present this subject to you to the best advantage, I have freely drawn on the work of several co-workers in this good cause. I have incorporated their ideas on the subject with my own and have frequently used their own words, so that I want to acknowledge my obligation to them.

We all know that the tobacco trade is of great political importance in every country. As a necessary luxury, tobacco is one of the financial mainstays of every great government. Taxable to an almost unbelievable extent as a luxury, it is so much of a necessity, that in spite of all the imposts levied on it everywhere, it continues to increase in demand in all lands.

Our country is today the greatest exporter of tobacco, the greatest importer, the greatest producer and the greatest consumer of all the peoples of the earth. This indicates the economic importance of the American tobacco trade.

The most elemental type of business is the simple bartering of one kind of goods for another. As civilization progresses, men feel the need of some medium to use as a common measure of value, in whose terms all their business transactions can be expressed. With the early settlers of Virginia and Maryland, the articles best expressing exchange value was the very thing that forms the common business interest of all present at this meeting; "Tobacco." In early colonial trade, on the spot where the Nation's Capital now stands, tobacco was money just as much as gold is money today in this city. Contracts for sale and delivery of lands and goods were made in consideration of given quantities of tobacco of the then recognized standards of weight or fineness, much as we now specify standards of gold payments. Tobacco was a true currency that passed, not only between colonists, but between them and the Indians.

Furs, native products and provisions, were valued in tobacco for purchase from the natives. In turn, other goods were so valued for sale to them. The tobacco trade was not only one of the oldest on our continent as a commerce in goods, but it was the very foundation for financing the economic development of vast stretches of territory, particularly in Maryland, Virginia and Carolina. No commerce of our country has as much reason to be proud of its ancient and honorable beginnings as has the tobacco trade.

The English Gentleman Adventurer bought goods with money in England. He brought them over to the Chesapeake colonies and sold them for tobacco, which he sent to England and sold for money. While he made frequent trips in person, the merchant did not always accompany his tobacco and goods back and forth, but dealt through agents in England.

Even as now, overseas financing dealt mostly with credits evidenced by commercial paper and offset one against the other in payment of debts. When the merchant shipped a cargo of tobacco, he drew a bill-of-exchange, or draft, as we call it, on this fiscal agent for a good portion of its safe value, leaving a margin to take care of variation in price. His draft was drawn payable at a time far enough ahead to enable his agent to sell the goods, and cash the proceeds. When all returns were in, the agent rendered his account, charging commission, storage and all other expenses and holding the net proceeds at the merchant's disposal.

In the meantime, the merchant ordered goods through his agent, paying him a commission for making the purchase. So that the merchant would not be cramped for capital, his suppliers agreed to take payment for their goods at such future time as would allow him to collect for his tobacco. This time permitted him to get the goods out to the colony and on his shelves ready for sale.

The seller of English goods drew a draft payable at a future date, and presented this draft to the merchant's agent with his invoices, bill-of-lading and insurance certificates. The agent accepted the draft by writing on it the word "Accepted," noting on it the date and place of payment, and signing his name. The draft was then known as an "Accepted Bill." When it became due, the agent paid it and offset its amount against the balance he had to the credit of the colonial merchant. The acceptor again took a commission for his service.

To "touch his money," neither merchant had to wait till the maturity and payment of his accepted draft. Such a draft was a direct obligation of both the seller and acceptor, and in some cases it was a further obligation of the buyer of the goods. The acceptor being well known and the seller also, this obligation was readily saleable in the discount market at the most favorable rates. In every way it was a choice investment for a bank or other holder of liquid funds.

Under this system, a merchant's accounts receivable were thoroughly well secured. An accepted bill was in itself evidence of the justness of a debt and had been so acknowledged by the buyer through his accepting agent. In the hands of an innocent third party, it was not subject to any question of any sort. When due, it had to be paid, or the acceptor was put in the same condition as a bank that repudiated payment of a certified check. The accepted bill was almost as readily transferable as a bank note. A bank's note is payable on demand, while its acceptance is payable at a future time duly set forth. The time of waiting makes it subject to a discount if transferred before maturity. It is better than the bank's own note, because the bank's note has only the general assets and credit of the bank behind it, while the acceptance, besides this, has also the specific liability of the drawer of the draft as a guarantee of payment.

From all points of view therefore our colonial Virginian had a very efficent method of conducting his financial business with England.

First.—It provided excellent credit insurance. The acceptor being a merchant or banker of well-known standing, the seller had the general resources of the acceptor behind his merchandise account, so that losses on bad accounts were reduced to a minimum.

Second.—It was a convenient and economical way of making collections, at the same time it granted a customer the terms of payment that his business required, and accounts were paid when due.

Third.—No idle capital was tied up in open accounts. All accounts were in the shape of self-liquidating commercial paper, that was easily turned into cash, whenever the seller needed cash.

Fourth.—With that part of his capital in liquid form the seller could work fast and did not need so much capital as if he did business on our open account system. The ratio of earnings on his fast-working capital was therefore larger.

Fifth.—When in need of ready money, he did not have to allow unreasonable discounts for cash payments. His acceptances were discountable at reasonable banking rates.

Sixth.—He was not troubled with the discount grabber, who overran his terms and still took off a cash discount. Credit, no matter how short, was evidenced by negotiable documents.

Seventh.—If a customer overbought, he did so at his own peril. When unable to pay or finding the goods dead stock on his hands, a buyer could not send back the goods instead of sending forward the money. The acceptance closed the transaction and non-payment at maturity was an act of bankruptcy.

Eighth.—The seller did not have to go through a long legal process, in case of non-payment. His accepted bill was prima facie evidence of his claim. It did not have to be proved except as to its signature. No set-offs, no counter claims, no disputes could be raised against it. Once given, it had to be paid or swift trouble could follow. Of course the seller could be lenient in case of necessity, and could grant an extension. That was for him to determine, according to good business policy, just as a banker decides on the question of renewing a note. But the seller did not have to suffer unnecessary and unjust delays from the acts of a buyer who was merely trying to put off payment or trying to avoid it altogether.

Ninth.—The seller was in position to regulate his own affairs, because he had a reasonable certainty of his collections coming in about as fast as his shipments had gone out, allowing, of course, for the time specified in the terms of sale.

The buyer had advantages too or he would not have thought well of that method of doing business.

Whether a cash or time buyer, he got the benefit of lowest prices. The time element of a transaction was clearly set forth, and payment at a certain future date was definitely contracted for. Therefore all the ordinary risks of non-payment at that date being eliminated, the seller did not have to figure into his prices any reserves against slow payers. If extensions were necessary, they were paid for by the one getting them, not by the trade as a whole. Consequently discount for cash payments was little if any more than a reasonable banking rate for the use of the money, for the time set forth in the terms of sale. Cash as cash does not contemplate one minute's credit. In a real cash sale the buyer pays over the money the instant the goods are technically in his possession.

A discount of 2 off 10 on a 30-day maturity really figures at the rate of 36 per cent. per year for the 20 days anticipated. The buyer who gets that off of an actual rock-bottom price is running off with a pirate's loot. Such a discount has to be figured into the price of goods, with some more for good measure. If it has not been figured in, the seller needs a kindergarten course in business. He is letting his prompt-paying trade take out of his pocket a very high premium for very poor insurance.

The acceptance buyer even though buying on longer time can get as low a net price as his competitor buying on open accounts even for shorter time. If the buyer has co-operated in the elimination of unnecessary risks, he is able to demand and secure the most favorable prices on his goods. Under the acceptance system the seller can grant the lowest interest rates for any time accommodation needed. Credit may be longer, but liquidation is quicker. It is much safer to sell on longer time with acceptances than it is to sell on short time on open accounts.

If a buyer knows that there may be swift trouble ahead if he does not pay his bills when due, he is likely to be conservative in his purchases. He will not be tempted to overstock and thereby weaken his ability to pay. Consequently he will not have to suffer losses of profits or capital through forced sales, made necessary to get money to pay his accounts and maintaining his credit.

A time buyer, just as honest and capable as a cash buyer, but not having as much capital, is heavily penalized by excessive discounts allowed a cash buyer, under the open account system. But under the acceptance system he pays what his accommodation is fairly worth and no more. The time buyer does not find himself passed up in favor of his wealthier competitor. He has full and fair play for his ability and has a chance to grow if he can. He does not fear being killed off from the start by great discriminations in price that he could not survive.

In case of difficulty or inconvenience in meeting payments when due, the buyer can always ask the seller to show leniency. Extra accommodation can be, and too often is, forced out of a seller under the open account system, but all buyers must pay for the privilege taken by a few. Extension is a real accommodation or favor, and should be recognized as such by both parties. Instead of creating hard feelings, as the present open account methods do, the acceptance system, by compelling buyers to treat sellers fairly, will make for business sympathy and support in time of troubles.

The acceptance of a draft for goods sold shows on its face that it is an obligation arising out of a purchase of goods and that it is not a loan of money. Far from being considered a reflection on a buyer's credit, on the contrary, it shows his full acknowledgement of an honest mercantile debt. Being in negotiable form and indicating his full intention to pay it at maturity, to whoever holds it at that time, it is an evidence of a buyer's good faith. Its acceptor is more to be honored than is one who insists on his suppliers exposing themselves to all the risks of the open account system. In fact, refusal to accept a draft for an undisputed invoice is itself an act of dishonor, subject to immediate protest and swift action. Our colonials recognized that a merchant's credit is in the last analysis determined by the manner in which he meets his obligations, rather than by the form in which they are expressed. Too many of our present-day merchants object to the form of their obligation, saying that to ask acceptances would reflect on their credit. Such are likely to be most careless of payment of any form of obligation.

The acceptance system just outlined was not peculiar to the American colonies. It extended and still extends all over the world in commerce between nations. It has permeated the domestic commerce of every civilized nation but ours. Up to the time of the Civil War, it was the usual practice in our own country, though its full development was greatly hampered. Andrew Jackson's backwoods methods of financial reform killed off the United States Bank, instead of stopping its abuses. The suppression of that bank put American commerce nearly a hundred years behind the commerce of the rest of the world, in this particular. It wiped out the open discount market, in which acceptances could be freely bought and sold.

Wild-cat banking followed Jackson. The National Bank Act passed during the Civil War stabilized banking, but did not restore the open discount market. As a result,

American business men since that time have been deprived of the fullest opportunities to use bills-of-exchange in both foreign and domestic trade. The Civil War so upset all credit throughout the United States that in connection with the loss of an open discount market we witnessed the rise of the peculiarly American and frightfully inefficient method of doing business on open accounts, for merchandise transactions. This is the only country in the world where sellers complacently finance buyers by borrowing funds on their own credit. We foolish American business men have been content to fetter our strongest credit arm, and to try to make a weaker one do all our credit work.

For some years after the close of the Civil War, credits were very uncertain and interest rates were very high. Cash or near-cash payment of invoices was therefore highly desirable. To induce cash payments, so-called cash discounts were offered. These discounts had to be heavy enough to spur the buyer to borrow money, with which to promptly pay his bills. Of course invoice prices had to be made in conformity. Interest rates are lower now, but high cash discounts still persist.

If a buyer is not able to avail himself of the cash discount, it has become an assumption that his bank standing is not good enough for him to get the money he needs. The non-discounter therefore is either passed over by sellers or they add enough more to their prices to cover the supposed risks of selling him. But this risk might not actually exist. Many a merchant does not know how to properly prepare a statement of his business, so as to show his banker what he is fairly entitled to in the way of bank credit. If he does know this much, he does not always know how to use the credit the banker would be willing to allow him. In such cases, and there are thousands of them, merchants are suffering an unnecessary hardship. By losing their cash discounts, they pay a heavy fine for letting their bills go to ostensible maturity. Though perfectly good for their wants, the open account system and their ignorance of financial methods put a heavy tax on them.

Again under the bank system that we have, a grasping banker has opportunity to unmercifully squeeze his uninformed customer. The open account system breeds discrimination, injustice and business slackness in buyers, sellers and bankers, and leads to many failures, honest or dishonest. Is it not a pitiful comment on American business that so many failures occur in proportion to the number of business ventures started in this country? If on the other hand, we did business on an acceptance system as all other civilized commercial nations do, we would not witness so many nasty failures in which very heavy losses occur.

European business methods are generally conceded to be much safer than ours. Yet longer credits are the rule abroad and short credits the rule here. We pride ourselves on our large commerce, but are we to be proud of our large failures? It has often been said that the great volume of our American commerce is due more to the natural resources of the land we inhabit than to the efforts of the American people. American waste is proverbial the world over. We not only waste our natural resources but we waste tremendously in human effort of all kinds. The present administration passed a fairly good Federal Reserve Bank Act, to cure the defects of Jackson's backwoods policy and yet the same administration seems even now bent on prohibiting efficiency work in the government departments.

Now that the banking laws are changed, neglect to use the additional facilities provided by the new law is another confirmation of the oft-repeated charge that American business men are inefficient, compared to those of other countries. Even though their attention is called to these facilities, merchants and bankers are indifferent. Their apathy and unwillingness to take a slight bit of trouble to better the financial methods of American commerce is positively criminal. The present European War has jolted the world out of all sorts of ruts. Its after-effects promise to be so serious everywhere that we must look to National Efficiency in every particular. If we do not we shall be jolted out of our proper place in the commercial and political world, and become mere objects of exploitation to the wiser commercial men of other lands. Have we not been so too long? Can we compare our commercial and industrial efficiency with Germany's, our artistic design with France's, our banking and financing with England's?

Suppose that on January 1st a good, hustling American tobacco merchant, A, having $1000 capital, could arrange to buy from packer B, a lot of tobacco at $4000. Satisfied with A's security or credit, B would give A sixty days' time. Suppose now that A knows he could sell this tobacco at $6000 and get it shipped in two weeks, but had to give his customers sixty days from date of invoice to pay for it. In the transaction say that he would need his own $1000 to carry the expenses incurred. But he must calculate further.

When March 1st comes around, his returns will not yet be in, so he must go to his bank, and show up his statement. His assets will consist entirely of the accounts he has receivable from the buyers of the tobacco. His liability will be the debt that he owes to B. He will in effect ask the bank to step into B's place as debtor. But the bank must protect its own reserves, say 25 per cent. of its loans, so the banker will tell A that he must borrow $5300 and leave $1300 on deposit. To check out the $4000, A therefore would pay interest on $300 of the bank's money and also his own $1000 without using it.

Again, A cannot be sure that his open accounts will be paid when due March 15th, so he would borrow his money for thirty days because he might not be able to pay the bank in fifteen. While his discount rate is 6 per cent., on the $5300 borrowed, figured on the money he really used he pays over 7½ per cent.

But to borrow $5300 on open accounts he would have to be able to show his banker a margin of one-third or even one-half more. so he would need perhaps $7900 of receivables. He would have only $6000 to show. No matter how competent and capable he is, he is at a great disadvantage compared to some competitor who had money enough to buy the $4000 worth of tobacco out of his own capital. In other words, the man with $5000 in hand could make 20 per cent. on his money, and at the same time freeze out of the business the man with only $1000, no matter how competent and reliable the latter is. But suppose A and his customers are foreigners who trade with bank acceptances. A gives a bank acceptance to B and takes bank acceptances from his customers. Then when A pays B's bill, he will discount only $4000 of his acceptances at fifteen days, at a rate of about 3 per cent. per year, so that his discount is only $5, instead of over $26, saving over four-fifths of that expense. He does not have to show this banker any margin on bank acceptances, as he must on his open accounts. He can meet any price that a competitor could make, operating on his own capital. A merely uses a bank's credit, not its money.

The acceptance system enables the competent merchant with limited means to compete with his richer competitor. He would surely figure that $1000 profit in sixty-five days on an investment of $1000 would stand shading to get the business. It is to the interest of the buyers to give acceptances. They do not lend A any money to operate with, but they strengthen his credit. Under this

system the foreigner today raises money to buy tobacco in the United States for cash.

One of the deficiencies of our new law is that it does not permit our banks to make acceptances for us in domestic trade. Our American Congressmen have not yet allowed American banks to give American merchants the same facilities the very same banks can give to a foreigner in Europe, South America, or even in China, whose credit may not be nearly as good as ours. If our banks could make acceptances for us in domestic trade, we would then be able to practically eliminate all sellers' risks. That would mean much lower prices to buyers. His own bank is the proper governor or regulator of a merchant's credit. His own banker should be the best judge of what is a merchant's proper credit limit. If all his purchases were guaranteed by a buyer's bank his suppliers would have little fear of him overbuying. If the bank refused to extend proper acceptance facilities, to a buyer, his suppliers can always take the buyer's trade acceptances. General adoption of the acceptance system would equalize credit facilities all over the country.

While the American buyer can not yet arrange to put his bank's credit behind his own, he can now give his own acceptances which would greatly help him and his supplier. Domestic Trade Acceptances are now available for discount and at a rate not greatly higher than a Banker's Acceptance. Under the open account system a seller deals not only in goods, but in credit as well. He performs certain banking functions and because he is not a banker, the banking accommodations he gives cost his customers a very heavy toll.

Banking and merchandising under the acceptance system are properly recognized as separate functions. The weak, crooked or unwise buyer should no longer have the opportunity to use his suppliers as involuntary private reserve bankers, long after he had reached his own fair bank limit. Sellers must now carry their customers by banking their own notes, thereby evidencing their loan by a negotiable promise to pay back principal and interest at a certain time. Too many sellers strain their credit to lend goods to buyers for an indefinite time, without interest, without security, without evidence of the sale, and too often without payment.

By the re-establishment of a discount market for Trade Acceptances, the Federal Reserve Bank Act makes it possible to mobilize and utilize the credit resource of our country as never before. The Federal Reserve Board have done all they can to pave the way. They have drawn most favorable regulations governing the use of trade acceptances in domestic commerce. They have made very favorable rates for re-discount. They have urged the member banks to assist in the creating of a large volume of such paper, because our new currency system must depend mainly on two-name commercial paper for its security and elasticity.

Anyone having the right kind of paper can sell it at a very favorable rate of discount. Some few banks are doing all they can with their customers to increase the use of acceptances. On such paper they make the very lowest rates. The law wisely restricts the amount a bank can lend to a borrower on his own notes. An acceptance discounter is not restricted in discounting any amount of such paper except that the same acceptor cannot be on more paper bought by a single bank than the law allows that bank to discount from one borrower. When he finds a customer offering trade acceptances for discount, a banker gets a good line on his customer's business methods. He knows him for a wide-awake business man, and favors him accordingly.

Is it not better for a bank to have fifty pieces of two-name paper averaging $1000 each than a single note bearing one name for $50,000? Its security is infinitely better. The maker of a $50,000 note may fail and pay out only 50 cents on the dollar, but it is not likely that both he and twenty-five of his merchandise customers will fail at the same time and pay out nothing. It would take that kind of an impossible condition to equalize the two risks. Two-name paper is therefore very much preferred by a bank.

Many houses who are short of working capital, under the present system, or who are ignorant of banking methods, or who have strained their bank credit, resort to the practice of selling their accounts receivable. They get into deep trouble by this; they put up a large, safe margin, but pay a loan-shark rate of 24 per cent. or more a year for the money so gotten. If they had their business on the acceptance basis, they could quickly raise the full amount of their good outstandings, less only a small discount at a rate of 4 or 4½ per cent. a year.

Those houses who may not wish to discount their acceptances can hold them in their portfolios as a secondary reserve, quickly available in any emergency. If they then still prefer to borrow on their own notes, they will be able to get a lower rate on a smaller margin by using their acceptances as collateral than if they borrowed without collateral on their general credit and were able to show only the same amount in open accounts on a statement. Is not that a position worth attaining by any concern, no matter how large?

After years of agitation for the modernization of our American Banking laws, the Federal Reserve Bank Act has finally brought into existence a feasible, workable system that the country has long needed. It is not perfect, but it is so much better than anything we ever had before that it marks a very long step forward in American business. Since that act took effect, but little difference has come into the financial methods of the average American business house, large or small. All this agitation of years seems to have passed entirely over the heads of our ordinary business men.

Good business and good currency are dependent the world over on good use being made of banking and credit facilities. Business is the mainstay of any country's banking institutions, and currency was devised to help business. Business men know in a general way that the Reserve Banks were established to cure grave defects in our old system of banking and currency. They know that in abnormal times money panics have played havoc with business and the Reserve System was designed to prevent recurrence of these troubles. But how many realize that to cure these evils the business community must itself create the kind of commercial paper the Federal Reserve Banks must have available in time of stress?

Large concerns suffer with small ones in time of money panics. It is to their interest to do everything possible to eliminate such panics in the future. While other countries suffer from commercial depressions, they do not have money panics like ours, because their currency systems are based on liquid short time, two-name, commercial paper. Much of this paper can be created by large concerns. The Federal Reserve Banks must have such paper to fulfil their main function of stabilizing and regulating the amount of currency in the country, according to business conditions. All business houses large and small should patriotically do their share in this good work and really energize the Reserve Banks, incidentally reaping many advantages that will accrue to themselves.

I have dealt most largely with the interests of the seller because any solvent merchant sells more merchandise on open account than he buys in that manner. His sales include not only the material he buys, but also what he pays out in salaries and expenses and what he gets in profits. In asking for acceptances in his own interest as a seller he will, of course, be willing to give his own acceptances to those who furnish him with goods. In this way each will do his part to change old customs. Banks should help by passing along to sellers for acceptances the low discount rates made possible by Reserve Banks. Sellers should show acceptances buyers that prices reflect some of the advantages the seller has obtained. Acceptances should be taken for small accounts as well as large, and banks should discount small pieces without discriminating in rates.

If some banks do not make concessions in rates on acceptances, other banks will, and the Reserve Banks will soon find ways to drive the acceptances ahead. Some banks are wise enough right now to specialize on this business and they are skimming cream. Houses progressive enough to do business on acceptances are the best class of customers. They naturally will seek to do business with progressive banks. Some banks are discounting acceptances at the Reserve Banks' re-discount rate, and this rate naturally attracts business from progressive houses. Such houses in turn will seek out the buyer who is wise enough and progressive enough to give acceptances for goods, passing on to such a buyer some corresponding benefits.

There is no reason why a merchant should not give another merchant a negotiable acknowledgment of his debt for goods, as well and as readily as he gives his banker a note for money borrowed. The one is no more discreditable than the other. Manufacturers and wholesalers have been too obliging in acting as bankers for retailers, without taking the same sort of evidence of debt that a banker takes in a banking transaction. Bankers today who do not take an active interest in pushing acceptances into general use, are not doing justice to their depositors, because the acceptance is far safer banking paper than the one-name note. Bankers are unjust to their stockholders also, if they do not freely discount and re-discount all the acceptances they can get, because by doing this at low rates they will create immensely larger volumes of banking business than now exist. In spite of large funds on hand right now, our banks as a whole are very far from furnishing all the proper credit facilities that American business could safely use. Let sellers initiate the movement and they will soon find bankers amenable to reason. Give a better chance to competent men of more limited means and you will create more sound business for yourselves. The present system simply assists in building up the big dealers at the expense of the small one and to the real detriment of industry. A lot of good small dealers will sell more goods than a few big ones. There is a steadier flow of orders from a large number of small dealers, working for themselves, than from a few big ones, whose work is done by employees.

Let every Trade Association, every Chamber of Commerce, every Bankers' Association, every Credit Men's Association get into action on this question. With all such forces at work, we can very soon kill off the pernicious, inefficient, open-account system and replace it with the better system of trading with the Trade Acceptance.

Internal Revenue Tax Due July 1st

Unless Congress acts quickly in the matter the special Internal Revenue tax which is being collected from some 450,000 retailers of cigars is due July 1st.

Ben Hampton Resigns From A. T. Co.

In order to devote all his time and energies to his moving picture interests, Ben Hampton, vice-president of the American Tobacco Company, presented his resignation at the directors' meeting on Thursday.

Trading Stamp Legislation Vetoed in Massachusetts

Thousands of women who are collectors of trading stamps and coupons, as well as merchants who are interested in the subject of premium advertising, both pro and con, will find food for thought in the action of the Legislature of that State in sustaining the Governor's veto of a bill which had for its purpose the elimination by excessive taxation of co-operative profit-sharing in the Commonwealth of Massachusetts. This action, coming as it does at this time when premium giving is under "fire," is a pertinent indication of how inspired legislation directed toward the disintegration of premium advertising is to be regarded in the future.

After this bill had been passed and was put up to the Governor for his signature, the attention of the Legislature was called to the fact that the bill created a preferential class. The Governor made this very clear in his message, as follows:

> "While the reason is not apparent to me for permitting the issue and redemption of stamps by the same party and prohibiting the issue by one party and redemption by another, and while on first thought such a discrimination would appear to be in favor of the large trader and against the small one, yet due deference to the action of the Legislature and to the investigations which preceded the passage of the act would lead me to waive doubts I might have upon that aspect of the subject in favor of the bill. It appears, however, to create a preferential class which should never be created without a very strong reason. The objection which constrains me to withhold my approval from the bill rests upon constitutional grounds."

The message explained that the State courts of Massachusetts have always upheld the legality of trading stamps and similar instruments. The recent decision of the United States Supreme Court, holding certain anti-trading stamp legislation of certain States to be valid under the Federal Constitution, does not, he says, imply that these or other laws are necessarily valid under the individual State constitutions. The Supreme Court of each State has always been accepted as the final interpreter of its own constitution.

It was pointed out that Article 1 of the Bill of Rights of the Commonwealth of Massachusetts is quite different from the Fourteenth Amendment to the Federal Constitution and expresses the belief that the freedom of trade guaranteed by the Bill of Rights is quite obviously curtailed by the restrictions of the measure presented for approval.

The absolute fairness of this ruling is significant in that the proposed legislation was branded as obviously discriminative and while it is well within the province of the State to pass laws regulating any business, these laws must subscribe to the spirit and intent of the constitution of that State.

Oberholz Becomes Jobber

Effective July 1st, Edward C. Oberholz, widely known as a retail cigarist of Kansas City for the past twenty-four years, will take charge of the down-town business for the Groneweg-Chalmers Tobacco Company, which concern has a thoroughly established jobbing trade in Kansas City and vicinity. Mr. Oberholz has acquired an interest in the business to which he is to devote his time. Since disposing of his interest in the Oberholz & Poinsett Cigar Company that business has become known as the Poinsett Cigar Company.

The Steele-Wedeles Company, Chicago distributors of the "San Felice" cigar, were recently visited by Henry Wemmer, of the Deisel-Wemmer Company, manufacturers of the cigar.

Detroit Cigar Production

THE rapid growth of Detroit as a cigar manufacturing center has attracted the attention of the entire industry. Their brands are becoming better known every day and their distribution is constantly increasing. The Detroit "Free Press," makes the following comments:

"Cigar manufacturing in Detroit is continuing at a rate which has elevated this to fourth place among the centers of the industry. If the help were obtainable, the production for this year would reach 400,000,000, for the demand is sufficient to carry it up to that figure any time the factories can bring about the increase.

"For some time Detroit has been exceeding 1,000,000 a day, and 1915 turned out to be the banner year through the great increase in the late months. Detroit-made cigars are sold everywhere in the country. The manufacturers are paying the Government about $1,000,000 a year for stamps, and upwards of 6,000 men and women are employed in the factories.

"Michigan has been prominent in the industry for years, but only since 1900 did it begin to climb the ladder. Now it is fourth among the States, New York, Pennsylvania and Florida being ahead in production. Detroit is the principal center, although Grand Rapids is prominent, and the output in some other cities is considerable.

"Business started off with an unusual rush this year and it has continued, showing growth all of the time. The lay-off incident to inventories has to be cut short, the big holiday trade being followed by a heavy demand in January. One new factory and several additions have been built in the last year, and some of the companies are planning further extensions. Detroit-made cigars have invaded the territory formerly controlled by New York and Philadelphia, and plenty of them are consumed even in Florida.

"The labor condition as it relates to this industry is a peculiar one. The day has come in cigar making that a majority of the skilled hands are women. To make it easier for them the big factories have moved to the northeastern section and now thousands of the girls walk to and from their work.

"The new section of the labor law which raises the age of apprentices one year has played havoc with the industry. The manufacturers counted on a number of girls each year to start at the bottom and work their way to the bench. The change practically cut off one year's crop and as the older girls who are skilled workers have the habit of getting married it has been hard to balance up the forces.

"The 'help wanted' signs are displayed at nearly all of the big factories which do a national business. To make up for the shortage the highest degree of efficiency prevails, but it hardly meets the demand for the 'made in Detroit' cigars which are smoked everywhere in the land in greater numbers with each succeeding year.

"The factories are among the best anywhere, as the comfort and health of the employees have been considered in the arrangement of the buildings. An abundance of daylight and fresh air is in evidence everywhere, there are rest rooms for girls and lunch rooms at which all of the employees can buy their noon meal at less than ordinary cost.

"There has been an appreciable increase in the demand for 10-cent cigars. Most of the product here is in the line of nickel goods and these have made their way through superiority over their rivals for public favor. Several of the factories have been making the higher priced goods for many years and enjoy a splendid trade on the old brands, and some of the comparatively newcomers are known everywhere.

"One company started a new 10-center last year and it has developed into a good seller. Another company is preparing to put out a line of higher priced cigars, so that Detroit may become as important in this line as it is in the field of nickel smokes.

"The gains which have carried Detroit to the front in the industry have been made in the last five or ten years. Cigars and tobacco have been manufactured here for a long time, several fortunes having been built in the tobacco business in other days, long before cigar making had assumed the volume which now characterizes it.

"Naturally as many leaf tobacco men visit Detroit as any city in the country, owing to the importance of its factories. It is known that good qualities are in high favor here, as it is through the use of them that the reputation of Detroit-made cigars has been built.

"The industry helps many other lines here. The cigar box business has grown until an immense amount of the desirable lumber is shipped here. The average marketable box holds fifty cigars, so that it takes upward of 20,000 of these each day.

"The printing and lithographing on the packages runs into a big sum each year; then there is the cartage to and from the factories, so that many hundreds are kept at work through this trade.

"Several styles in the cigar trade have developed here and the manufacturers have been careful as to both quality and workmanship, which is responsible in part for the millions of smokers of their product."

Jacob Mazer Calls Attention to Increased Costs

"Everything that goes into the manufacture, handling and marketing of cigars is costing considerably more than ever before," says Jacob Mazer, secretary-treasurer of the Mazer Cigar Company, of Detroit, Mich. "The wrappers, the binders, the fillers, the twine, paper, labels and cigar boxes have all advanced in price, and yet we are standing every bit of this expense ourselves. We will not cut the quality of our products and would prefer to take a financial loss rather than give our customers an inferior product. Not long ago a customer out West wrote us saying, 'How can you put up such good cigars for the money?' We replied that we are satisfied with a small profit and much preferred giving our customers a cigar that would make them permanent ones. We figure that every customer is a boost and our best advertisement.

"Our production for May showed an increase of a million cigars over the same month last year. This is probably the best example of the way our cigars are selling.

"Our 'Miss Detroit' and 'Hume' brands are phenomenal sellers in every section of the country, and we are having great difficulty in supplying enough of them to our jobbers. Of late we have been shipping the bulk of our cigars by express instead of freight in order to get them to our jobbers, who are begging for them by telegraph and long distance telephone. We have recently put out the 'Little Dime Bank' brand at five cents, and the success of this has actually taken us off our feet. The sales are far exceeding our expectations. We simply can't make enough of them."

New Orleans

Washington Artillery Gets Plenty of Smokes—Coupon Bill May Pass Legislature—Packages From Out of State Containing Coupons Exempt

New Orleans, June 24, 1916.

SEVERAL New Orleans manufacturers are interested in the outcome of the tobacco crop being raised this year in Jones County, Mississippi.

Information received from E. L. Ring, tobacco expert, directing cultivation around Ellisville and Pachuta, is that he is encouraged over the outlook.

A public demonstration of curing and working tobacco will be given at Pachuta, July 8th. This is the third year that any effort has been made to cultivate the weed, and considerable acreage has been planted.

Through the kindness of the Irby Branch of the Liggett & Myers Tobacco Company, the several companies of the Washington Artillery while awaiting orders to leave for camp on their way to the Mexican border, were supplied with several thousand packages of cigarettes and tobacco. The soldiers of the batteries were very thankful for the gift.

It looks very much like the Legislature now in session will pass the bill known as the Coupon Bill. It places a high license tax on coupon dealers and those using premiums in the sale of their goods. The act exempts original packages containing coupons from outside of the State, also samples, when used in the introduction of merchandise on the market.

Judy.

Wisconsin Tobacco for Australia

What is said to be the first shipment to be sent direct from the State of Wisconsin to Australia, was forwarded last week via San Francisco. The deal has been pending for the past six months between J. M. Conway, of Edgerton, Wis., and his customer in Melbourne. On account of the red tape methods required by the land and ocean carriers, the excessive war risk and marine insurance, and other charges, the cost amounted to nearly $40 per case. The shipment totaled 114 cases and the charges had to be prepaid.

The money to meet these advances, as well as the payment for the tobacco was deposited in a New York bank to be paid on receipt of bills of lading. Sending Wisconsin tobacco to customers three-quarters around the globe is something of a rarity. What the tobacco will cost the Australian merchant if a good stiff duty must be paid, as in other English provinces, can well be imagined, quite probable over $1 a pound.

The shipment is to be placed on board a steamer at San Francisco July 6th.

Cado Company Seeks Catchy Phrase

The Cado Company, manufacturers of the well-known "Cado" cigarette which has recently been marketed with patented taper tips, offers prizes of $25, $15 and $10 for the best phrases submitted to them before July 15th. The phrase should consist of six words and is to be used in connection with their advertising. The Cado Company is located at 26 Park Place, New York City.

Jesse S. Batroff Dead

Jesse S. Batroff, a well-known tobacco dealer at 224 Arch Street, was found dead in the kitchen of his home, 2512 North Sixteenth Street, on Thursday night. Gas was flowing from an open jet.

INCREASED EARNINGS FOR A. T. COMPANY

Twenty-six Per Cent. Expected on Common Stock—Sales Show Big Improvement

THE American Tobacco Company continues to improve its earning position, says the "Wall Street Journal." About six weeks ago Dow, Jones & Company called attention to the betterment of conditions and forecasted at least 24 per cent. for the common shares this year as compared with 20 per cent. in 1915. This forecast was based on the returns for the first quarter of this year.

Gross and net for April and May ran even better than January, February and March. On the basis of these returns net for the full year of 24 per cent. appears to be a conservative estimate with the possibility of a showing as high as 26 per cent. for the common. Inasmuch as the American Tobacco Company has $40,242,400 common stock outstanding 26 per cent. for the common would mean an increase in net for the full year of about $2,500,000.

Sales of the company last year fell off about $5,000,000 as compared with 1914. Gross so far this year indicates that this will be made up with the likelihood of $2,000,000 or $3,000,000 additional.

The American Cigar Company, a subsidiary of the American Tobacco Company, continues to increase its business. A conservative estimate places increased net for the cigar subsidiary this year at $400,000. This is equal to 4 per cent. on the outstanding $10,000,000 common stock and would mean over 16 per cent. for this issue in 1916. This company only pays 6 per cent. on the common and an increase in the rate late this year or early in 1917 seems likely.

Of the $10,000,000 American Cigar common outstanding, the American Tobacco Company owns $7,000,000. Therefore while the actual return to the American Tobacco Company this year will be only $420,000, if there is no increase in the dividend rate, the equity of the American Tobacco Company in the subsidiary for the full year will be in excess of $1,100,000.

When the American Tobacco Company showed only $23,000 over its common dividends in 1915 there was considerable talk of a cut in the 20 per cent. dividend rate on the common shares. The improved earning position, however, makes a continuance of the present rate practically certain. The company is carrying a surplus well above $35,000,000.

Buying Tobacco Far in Advance

That the tobacco buyers are firmly convinced that prices will continue to be high next fall, with probably an increase above the high values now prevailing, is shown by the activity in Christian County, Ky., with which some of them are trying to buy crops this early. In some instances offers have been made to farmers before the latter had finished setting out their plants, and at best the plants have been in the fields only a few days.

According to verified reports buyers are offering from $7 to $8 per hundred for the tobacco. They propose to enter into contracts to take it at this price for the entire crop around, when tobacco is ready for market next November or December. The farmer is also to bind himself to cultivate and care for the tobacco during the growing, cutting and curing periods with the same fidelity that he would show were he expecting to sell the tobacco himself.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

For Sale.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

A REAL CHANCE FOR A WORKING FACTORY

FOR SALE—The owners of a long-established high-grade cigar factory in First District of Pennsylvania, making five-cent and ten-cent brands with wide distribution, are desirous of selling same, owing to pressure of other interests. Will make a big sacrifice to responsible parties with sufficient capital to take hold of proposition. $20,000 needed. Triflers will receive no attention. Address in confidence, Box 26, "Tobacco World," 236 Chestnut Street, Philadelphia, Pa.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

Situation Wanted.

SUPERINTENDENT OR FOREMAN with twelve years' experience, good instructor and practical in all branches, is open for a position. Address Standard, Box 125, "Tobacco World."

CIGAR SALESMAN, well acquainted with Southern, Central, Western and Eastern trade, wants position with reliable manufacturer. Sixteen years' experience. Reference A-1. Address S. E. W., Box 127, "Tobacco World."

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

WANTED—Cheap banded cigars. Address Box 123, "Tobacco World."

Meerschaum Supply Held Up by War

If the shade of the smoker's pipe were of as much moment as the hue of milady's spring costume the possible shortage in the meerschaum market might have attracted as much attention in America, since the beginning of the war, as has the interruption of our aniline dye trade with Germany, for the main source of the world's supply of this earthly mineral lies in the zone of hostilities.

Eski-sehr is a city of 20,000 people which lies 200 miles to the south of Constantinople, on the banks of the Pursak Su, in Asia Minor.

Meerschaum, which derives its name from the fact that particles of it were discovered floating on the Black Sea, giving rise to the belief that it was petrified sea foam, has been dug from the alluvial deposits in the plains near Eski-sehr for 1000 years.

Here 400 Kurds and Persians, in groups of from 3 to 15, burrow through yard-wide holes to depths of from 20 to 200 feet. The lumps of mineral clay which they seek is commercially valuable in nodules as small as a hazelnut, while occasionally pieces as large as apples are found.

When the meerschaum is first brought to the surface it has a grayish or yellowish tinge and is so soft that it can be scraped with a knife. In the summer it is left to dry in the sun, but in the winter it is placed in ovens, where it is subjected to a steady temperature day and night for nine days, when it becomes snow white and loses two-thirds of its weight.

After being rubbed with flannel and polished with wax it is wrapped in cotton and sent to Austria or America to be resoaked in water until it is so soft that it can be cut like cheese, after which it can be sawed into convenient pipe shapes, elaborately carved if desired, and fitted with amber stems from Germany. Before the war the value of Eski-sehr's meerschaum exports was more than $1,300,000 annually.—"Kansas City Journal."

Laborers Taken From Florida to Connecticut Fields

The American Sumatra Tobacco Company has taken about one hundred laborers from Jacksonville, Fla., and Amsterdam, Ga., to its plantations in Connecticut. Many of them will return after the harvest.

John Weber Buys Lehr Plant and Brands

John L. Weber, of Reading, Pa., announces that he has purchased the entire plant and brands of the late George W. Lehr, of that city. The brands which Mr. Weber secured and which he will manufacture include, "Potentate Club House," "King of the Desert," "Havana Blossoms," "Lehr's Smokers," "Old Cuba," "Henry Lee" and "Blue Banner."

No Trace of Missing Salesman

Thus far no trace has been discovered of Edward Dexter, the young Allston, Mass., cigar salesman who is alleged to have absconded with several hundred dollars worth of funds and premium jewelry of the United Cigar Stores Company. It is understood that the case is now being followed by the bonding company with which Dexter was registered.

$29,306 for Tobacco Fund

Contributions amounting to more than $29,306 have been received to date by officials of the Belgian Soldiers' Tobacco Fund. An appeal for more funds was made yesterday by Francis E. Jones, organizing secretary of the movement.

"A Belgian soldier can be supplied with a tobacco outfit for 25 cents a week," the appeal reads. "If 20,000 clubmen in the United States would take this matter up and each give or collect $10 every month for the rest of the war, these soldiers could be taken care of." Checks and cash contributions sent to the offices of Drexel & Company, Philadelphia, will be acknowledged.

New Quarters for Ehrman Brothers

Ehrman Brothers, San Francisco, who are now distributors of the "Optimo" cigar, have closed a lease on a large store in the Hind Building, at 230 California Street. Cabinet makers and carpenters are busy fitting the store with the latest conveniences and equipment. They expect to be in the new location by the end of the month.

John M. Stillwell has become sole proprietor of the Bushnell Cigar Company, Peoria, Ill., having purchased the interest of Walter McCance.

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MAN-EMI:—39,759. For cigars. May 31, 1916. A. Kauffman, Milwaukee, Wisc.

EMPIRE BUILDER:—39,760. For cigars, cigarettes, etc. May 31, 1916. I. Nathanson Cigar Co., Minneapolis, Minn.

FREE SAMPLE:—39,761. For all tobacco products. May 25, 1916. J. Ulrich, Milwaukee, Wisc.

SPACE:—39,762. For cigars, cigarettes, cheroots and tobacco. May 6, 1916. American Lithographic Co., New York City.

ITEM:—39,763. For cigars, cigarettes, cheroots and tobacco. May 6, 1916. American Lithographic Co., New York City.

BAYONNETTE:—39,764. For cigars. May 18, 1916. B. Eisler, Bayonne, N. J. Was acquired from Muller Bros., Bayonne, N. J., who have used same for twenty-five years or over.

M. DE MIRAMONTES:—39,765. For cigars, cigarettes and cheroots. June 8, 1916. A. M. Leon, New York City.

STUTZ:—39,766. For cigars, cigarettes, cheroots and tobacco. June 9, 1916. American Lithographic Co., New York City.

GEO. F.:—39,768. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco, and snuff. June 5, 1916. Geo. F. Reinhard, Reading, Pa.

TWINKLE:—39,769. For cigars, cigarettes, cheroots and tobacco. April 1, 1916. American Lithographic Co., New York City.

ELMICO:—39,771. For cigars, cigarettes, cheroots and tobacco. June 9, 1916. American Lithographic Co., New York City.

EL MUNDICO:—39,772. For cigars, cigarettes, cheroots and tobacco. June 9, 1916. American Lithographic Co., New York City.

HUXTER PUCK:—39,773. For cigars, stogies and tobacco. June 10, 1916. John O'Leary, Newton, Iowa.

VAMP:—39,774. For cigars, cigarettes, cheroots and tobacco. June 12, 1916. American Lithographic Co., New York City.

ROOKIE:—39,775. For smoking pipes. June 9, 1916. Manhattan Briar Pipe Co., Brooklyn, N. Y.

WHITE CARNATION:—39,776. For all tobacco products. June 7, 1916. E. M. Schwarz & Co., New York City.

ST. A. SPECIALS:—39,777. For all tobacco products. June 14, 1916. Schwarzkopf & Ruckert, New York City.

YAMSI:—39,779. For cigars, cigarettes and tobacco. May 22, 1916. Norman N. Anderson, Baltimore, Md.

BEECH TREE:—39,780. For tobacco. June 10, 1916. W. L. Tucker Tobacco Co., Evansville, Ind.

TRANSFERS

WESTMINSTER (U. S. Tobacco Journal). For cigars. Registered July 11, 1883, by Blatt, Deutsch & Meyer, New York City. Was transferred to I. Rubinoff, Brooklyn, N. Y., on January 25, 1916, by Deutsch Brothers, of New York City, successors to Blatt, Deutsch & Meyer, since 1886.

PARLIAMENT:—39,524 (U. R. B.). For smoking and chewing tobacco. Registered January 18, 1916, by Harry F. Adams, San Francisco, Cal. Was transferred to Benson & Hodges, New York City, on June 15, 1916.

CONSOLATION:—4446 (T. L.). For cigars. Registered January 14, 1890, by Gegner & Klinger, Philadelphia, Pa. Was transferred to Chas. P. Stanley Cigar Co., on May 24, 1916.

Women Working in Connecticut Tobacco Fields

The tobacco plantations of Simsbury and nearby territory in Connecticut are witnessing the entrance of woman into a new sphere. The large growers have for several years employed a percentage of women, as many of the inside operations could be done more rapidly and more economically by women. But this year W. M. Ketchin, of the Ketchin Tobacco Corporation, with large plantations in Hoskins and Tariffville, is employing women in the field on the tobacco setters. Mr. Ketchin says that women who have worked but a few days are as fast and as accurate as men who had set for years, and he considers the experiment a great success.

Women have been employed for years in helping weed the young plants and in the transplanting processes, but this is the first time that they have entered the field to compete in man's special domain. Colored help from the South is being brought in considerable numbers to nearby tobacco plantations, at Southwick, Suffield, Hazelwood and Buckland.

A large consignment of negroes from Georgia and Florida are already on the way North to work on these plantations, as the Italians and Poles have struck for a higher wage and fewer hours. It is not believed that the importation of Southern labor will prove feasible or profitable, but the effect on other labor may offset these disadvantages.

Over half the tobacco crop is already set, and the largest part of the crop in the field. The plants are in good condition, although the weather is too cold to suit the growth of the crop.

Allies to Get Heavy Shipments of Tobacco

According to reports, 23,700,000 pounds of tobacco leaf have arrived in New York for shipment to France.

At Brunswick, Ga., forty-five carloads of tobacco, aggregating more than a million pounds, have arrived for shipment to England.

Compañía Litográfica De La Habana
Oficina Principal, San José No. 23, Habana, Cuba
Manufacturers of
FINEST QUALITY IMPORTED
Cigar Box Labels, Bands and Trimmings
Show Cards and Advertising Materials
GARRETT H. SMITH, 106 E. 19th St., New York
Sole Agent United States and Canada

Cork Tips Cork Bobbins
BOUCHER CORK & MACHINE COMPANY, Inc.
122-222 WEST 18TH STREET NEW YORK

A Fact The Perfect Humidifying System in your Sweat Room, is a benefit not only to Domestic Leaf, but to Sumatra, Havana and Porto Rico. We invite you to visit our Demonstrating Plant.
Builders of Perfect Sweat Rooms
THE PERFECT HUMIDIFYING CO.
Succeeding ELMER H. HOPE CO. 237 N. 4th St., PHILADELPHIA, PA.

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)
Growers, Packers and Dealers in **Leaf Tobacco**
Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.
Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania
151 North 3d St., Philadelphia

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

A. Cohn & Company
Importers of Habana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra
142 Water Street, . . . New York

Established 1870 Factory No. 79
S. R. KOCHER
Manufacturer of Fine Havana and Domestic Cigars
and Packer of Leaf Tobacco
Leading brands—"Volitta," "Quaker," "Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"
Correspondence with wholesale and jobbing trade invited
Factory and Offices: WRIGHTSVILLE, PA.

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

JULIUS MARQUSEE, 141 Water Street, New York
Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3956 JOHN

Established 1890 Correspondence Solicited
KEYSTONE VARIETY WORKS
HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon
Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

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SPECIALTY—VUELTA ABAJO AND ARTEMISA
126 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER
=Leaf Tobacco Merchant=
HAVANA, CUBA—Consulado 115
NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W
WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
WOODHAVEN AVENUE, GLENDALE, NEW YORK

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

J. K. LEAMAN
Packer of and Dealer in **Leaf Tobacco**
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-In-Hand, Lancaster Co., Pa.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 196 WATER STREET, NEW YORK

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office: SAN MIGUEL 136 Puerto Rico Warehouse: CAYEY New York Office: 178 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.
Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sawed CIGAR BOXES, Go to Established 1860
Keystone Cigar Box Co., Sellersville, Pa.
Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
MONROE D. SELLERS, SELLERSVILLE, PA.

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Michaelsen & Prasse
Commission Merchants
Leaf Tobacco & Cigars
18 Obrapia Street, Havana, Cuba
Address: Cable "UNICUM" P. O. Box 28

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877 NEW FACTORY 1904
H. W. HEFFENER & SON
Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA.

HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

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WESTERN OFFICE
179 West Washington St., Chicago, Ill.

PHILADELPHIA OFFICE
322 Chestnut Street

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Parmenter Wax-Lined Coupon Cigar Pockets

AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known

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Sole Owners and Manufacturers
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Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS
90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
FOLDING BOXES, ETC.

WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST

EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. :-: No bogus Advertising admitted.

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HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS
BANDS AND TRIMMINGS

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179 West Washington St., Chicago, Ill.

PHILADELPHIA OFFICE
322 Chestnut Street

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

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27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

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BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. :-: No bogus Advertising admitted.

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COPENHAGEN

Chewing Snuff

We guarantee Copenhagen Snuff is now and always has been absolutely pure.

It is made of the best, old, rich leaf tobacco. The Snuff Process retains the good of the tobacco and expels the bitter and acid of natural leaf tobacco, making Copenhagen the **World's Best Tobacco for Both Chewing and Snuffing.**

Whenever a dealer has any difficulty in obtaining his supply of Copenhagen Chewing Snuff satisfactorily, we will help him if he will write us.

WEYMAN-BRUTON COMPANY

50 Union Square North New York, N. Y.

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made by

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10¢ CIGAR

"30 Minutes in Havana"

The Man Who Smokes Them Says—

"It is the BEST CIGAR VALUE IN THE WORLD at 5c."

That is the reason the

John Ruskin

Cigar is one of the World's Biggest Sellers.

John Ruskin 5¢

THEY COULD BE SMALLER-BUT NOT BETTER

John Ruskin Cigars are hand-made and the Havana tobacco used is the choicest grown. They're mild—Big and Fragrant,

Valuable Profit Sharing Voucher on the Band of Each John Ruskin Cigar.

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NEWARK, N. J.

Largest Independent Cigar Factory in the World.

and digest this fact, **Bold** cigar has won distinction, and fame solely on its own merits.

The reason is simple. **Bold** possesses every essential feature that Success requires Today.

Bold is recognized

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Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

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PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

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Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

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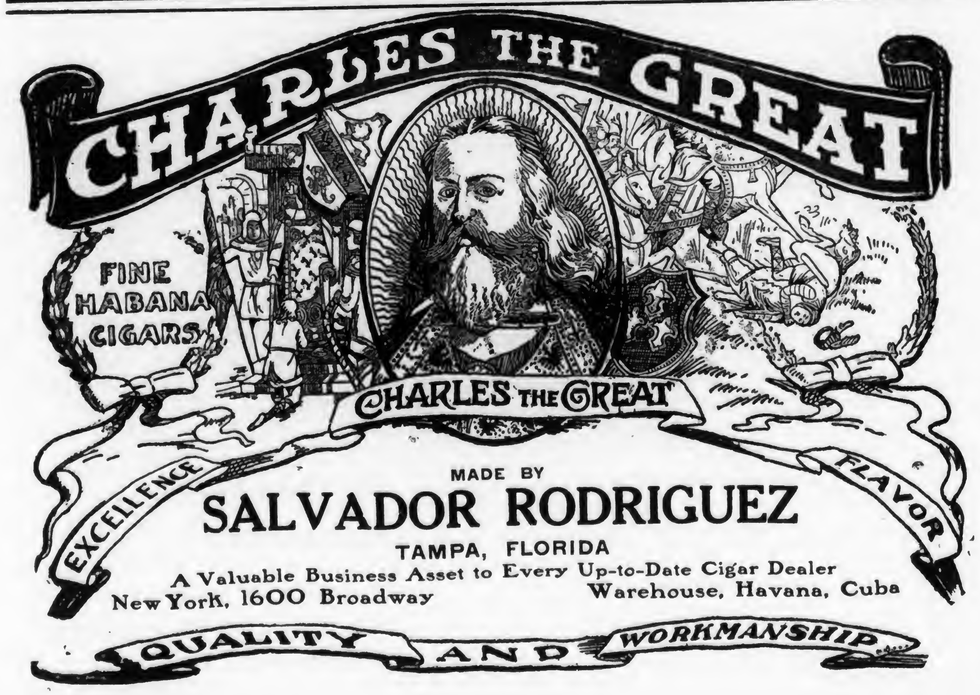

MADE BY

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TAMPA, FLORIDA

A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba

There is Profit in Manilas

MANILA CIGARS
are distinguished for

HAND WORKMANSHIP
CHARACTER
MILDNESS
VALUE
BURN

Qualities that Please and Retain the Good Will of smokers are Combined in Manila Cigars—from the Field and the Factory to the Distributors the Tobacco and the Cigars are under Government Inspection and Supervision.

Look for the Government Guarantee Stamp on Every Box

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"EVERYTHING THAT'S LITHOGRAPHED"

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NEW YORK CITY.

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27 VICTORIA SQ.
MONTREAL, CAN.

Londres Grandes

The Juan F. Portuondo

CIGAR MFG. CO.

PHILADELPHIA

De Luxe Segars

THE CALIDAD SIZE RETAILS FOR A DIME

Wonderful Value

CLEAR HABANA—FULLY MATURED

MADE BY

JOHN W. MERRIAM & CO.

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[MERRIAM CIGARS INC., SUCCESSOR]

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company

LIMA, O.

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Makers of the Famous "F. Lozano" Brand

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OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

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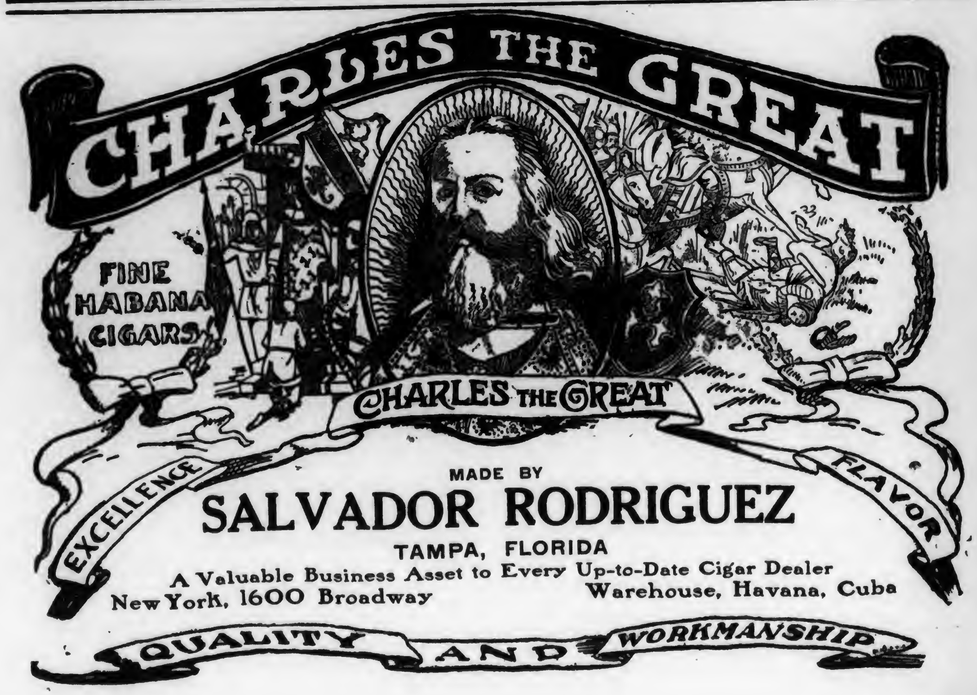

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QUALITY AND WORKMANSHIP

There is Profit in Manilas

MANILA CIGARS

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HAND WORKMANSHIP
CHARACTER
MILDNESS
VALUE
BURN

Qualities that Please and Retain the Good Will of smokers are Combined in Manila Cigars—from the Field and the Factory to the Distributors the Tobacco and the Cigars are under Government Inspection and Supervision.

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MADE BY

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101 Spring Street, New York
[MERRIAM CIGARS INC., SUCCESSOR]

For Gentlemen of Good Taste

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San Felice CIGARS

The Deisel-Wemmer Company
LIMA, O.

INTENTIONAL 2ND EXPOSURE

Quality Paramount

CELEBRATED

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H. UPMANN
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Strictly Independent Manufacturers

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HABANA

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Havana, Cuba

Estrella No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

MURAD

THE TURKISH CIGARETTE

15¢

TURKISH Tobacco is the WORLDS MOST FAMOUS Tobacco for CIGARETTES

Everywhere-Why?

One of a series of Piedmont newspaper advertisements

Cigarettes were born 'midst Virginia's sunshine!

AND cigarette tobacco to be good certainly needs the mellow sunshine of old Virginia.

Here's one reason why Virginia is known as "the tobacco man's tobacco": because Virginia gives to a cigarette the one thing no other tobacco *can* give—that noticeable liveliness called *"character"*.

Sun-goldened, lively, mellow Virginia — that's Piedmonts! ALL Virginia!

No wonder Piedmonts *satisfy* smokers. No wonder Piedmonts give smokers that *"character"* they want—every whiff.

You ask for Piedmonts today—and *see!*

NOTE:—3 centuries is a long while to be growing the one kind of tobacco. Yet for over 300 years Virginia tobacco has been continuously cultivated and improved. Virginia is known as "the tobacco man's tobacco" and experts agree that it is the *highest-grade cigarette tobacco on earth!*

The ALL Virginia cigarette—

Piedmont

The Cigarette of Quality

10 for 5¢

Also Packed 20 for 10¢

EL GENIO

Clear Havana Cigars

Made in Tampa, Fla.

P. Verplanck & Co.
263 Fourth Ave. New York

The Real Independent Factory in Havana

"PARTAGAS"

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

CIFUENTES, PEGO Y CA.,
172 Industria :: Havana, Cuba

ROBERT E. LANE

General Representative for United States and Canada

115 Broadway New York

SANCHEZ Y HAYA

Factory No 1

Tampa. Fla.

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco, under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each. Package and goods show quality and class in every detail.

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ADMIRAL, THE SIZE THAT SELLS

HAVANA CIGARS

With Broad Leaf of the Milder Quality for the Cover. Soon be a quarter of a Century since we started this Brand

The Shields-Wertheim Co. Cleveland, O.

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.

General Offices. PITTSBURGH, PA.

YEARS OF EXPERIENCE HAVE MADE

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A Cigar with Hardly a Rival

MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba

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"LA MEGA" MADE IN BOND

HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP

V. Guerra, Diaz & Co., Tampa, Fla.

ESTABLISHED 1867

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CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

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Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

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"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

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The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.

RICHMOND, VA.

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

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Smoked from Coast to Coast

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"Hoyo de Cuba"
"El Briche"

Genuine Clear Havana Brands
Made-in-Bond

¶ San Martin & Leon cigars are guaranteed to be long filler, hand made by the Spanish method, manufactured in Tampa, Fla., from tobacco imported from our own plantations in the famous Vuelta Abajo district in Cuba.

¶ The value of these brands to the jobber and dealer is demonstrated by their constantly increasing sales throughout the country.

San Martin & Leon
Tampa, Florida

BAYUK BROTHERS

FIVE CENT CIGAR

PHILADELPHIA

G. S. Nicholas & Co.

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DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories
of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

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Tobacco Stripping Machines
In Bonded Factories and Warehouses

The Customs Division of the Treasury Department of the United States

has ruled that the stripping of tobacco is not a part of the making of cigars. Therefore Tobacco Stripping and Booking Machines can now be installed and used in bonded factories and warehouses.

The Universal Tobacco Stripping and Booking Machine

has literally revolutionized the cigar manufacturing industry of the world. Wherever this machine is in operation it has proved itself not only a stock and labor saver, but also a trouble saver. It is used satisfactorily by the largest and smallest Cigar Manufacturers of the United States —this in itself is a clinching endorsement.

For further Information Address
Universal Tobacco Machine Co.
79 FIFTH AVENUE, NEW YORK
Factory, 57 Lafayette St. Newark, N.J.
Catalogue and Prices on Request

Stop! Look! Listen!

This is the psychological moment for you to begin to use domestic wrappers. The condition of the imported wrapper market is dangerous. If you don't look out you will work another year for nothing, or at a loss. $1.85 per pound duty; labor higher than ever; fillers and binders higher than ever; and imported wrappers dangerously high; these are facts that spell—NO PROFIT FOR YOU.

We have some fancy, light, fine quality

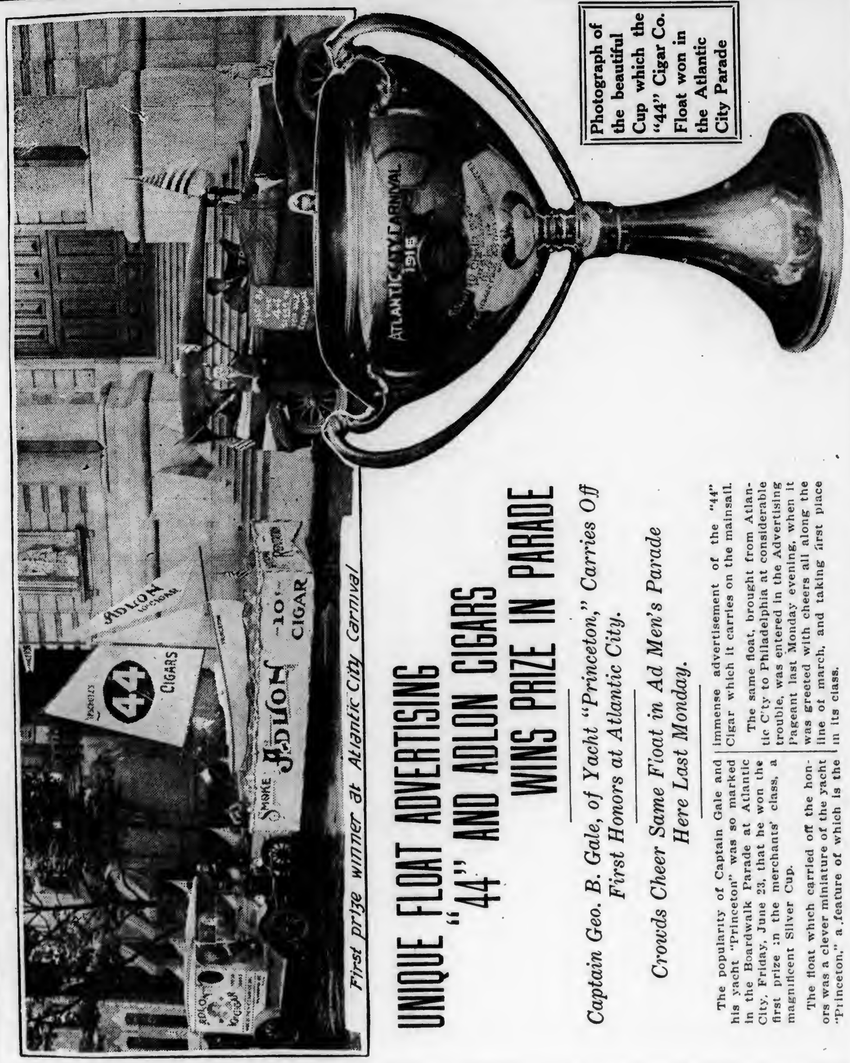
GEORGIA and FLORIDA Wrappers

that burn and taste as good as any imported wrapper. They will make money for you on every cigar that you sell.
Use Florida, Georgia and Connecticut Shadegrown.
The only way that will enable you to make money, is to please your customers. Which would you rather be, prejudiced or prosperous? It's up to you.

AMERICAN SUMATRA TOBACCO COMPANY
ALWAYS SELLS THE CHOICEST

TOBACCO

142 Water Street, - New York.


Photograph of the beautiful Cup which the "44" Cigar Co. Float won in the Atlantic City Parade
ATLANTIC CITY CARNIVAL 1915
ADLON
10¢ CIGAR
44
CIGARS
First prize winner at Atlantic City Carnival

UNIQUE FLOAT ADVERTISING "44" AND ADLON CIGARS WINS PRIZE IN PARADE

Captain Geo. B. Gale, of Yacht "Princeton," Carries Off First Honors at Atlantic City.

Crowds Cheer Same Float in Ad Men's Parade Here Last Monday.

The popularity of Captain Gale and his yacht "Princeton" was so marked in the Boardwalk Parade at Atlantic City, Friday, June 23, that he won the first prize in the merchants' class, a magnificent Silver Cup.

The float which carried off the honors was a clever miniature of the yacht "Princeton," a feature of which is the immense advertisement of the "44" Cigar which it carries on the mainsail.

The same float, brought from Atlantic City to Philadelphia at considerable trouble, was entered in the Advertising Pageant last Monday evening, when it was greeted with cheers all along the line of march, and taking first place in its class.

Attractive Containers Make More Attractive Smokes

'Tis true a smoke must contain goodness and quality to enjoy a success, but the container has much to do with creating success.

HEEKIN CANS

firstly are lithographed with designs that are truly artistic and attention-compelling—thus aiding in an introduction between smoke and smoker. Secondly, the quality and workmanship successfully protect the flavor, aroma and freshness—thus aiding in the welding of a friendship between smoke and smoker.

Heekin Cans are not stenciled—THEY'RE LITHOGRAPHED. Prompt service on all orders.

The HEEKIN CAN CO.

Culvert, Sixth and New Streets

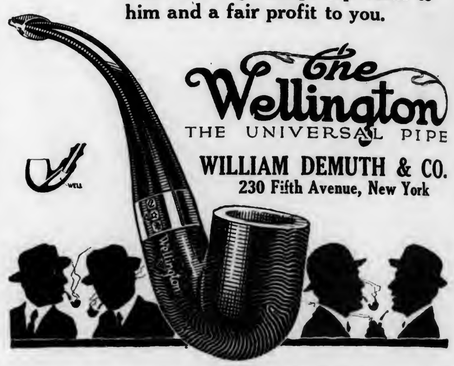
CINCINNATI, O.

"Heekin Can Since 1901"

Pipe Selling is Easier When You Sell the Wellington Pipe

WD C TRADE MARK

The man who is offered a Wellington has no doubts or arguments. He's buying the famous "well" feature and a clean, cool smoke—and he knows it. His 35 cents and up brings top value to him and a fair profit to you.



WILLIAM DEMUTH & CO.
230 Fifth Avenue, New York

Flor de Jeitles

CLEAR HAVANA CIGAR

5¢

JEITLES & BLUMENTHAL, Ltd.
PHILADELPHIA.

FRAT is burning up the sales track because it represents the utmost for the money.

10c quality—10c quantity—retails in the Patterson duo-paper package at

5c

Would cost double in tins.

Most jobbers are supplied.

Patterson Bros. Tobacco Co. Inc.
Original Pattersons of Richmond, Va.

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. / Capetown, South Africa / Calcutta, 10 Government Place / Alexandria, Rue Cherif Pacha / CAIRO, Head Office and Factory / Hamburg, 18-20 Grosse Bookenstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD — PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVI. PHILADELPHIA AND NEW YORK, JULY 15, 1916. No. 14.

SENATE LEADERS READY TO PUSH REVENUE BILL WITHOUT HEARINGS

Briefs Filed at Once Will Be Considered—Cigarette Tax Reduced to Three Cents Per Ten Thousand—Leaf and Retail Trade Taxes Dropped

THE latest information is to the effect that no hearings will be held on the Revenue Bill by the Senate Committee of Finance, as the leaders desire to push all legislation as rapidly as possible, and as soon as the appropriation bills are ready the Revenue Bill will be taken up.

Briefs filed immediately, however, will receive attention. These must be filed with the sub-committee chairmen, who are Senators Williams, Stone and Johnson. They have been requested to give special attention to certain features of the bill which was passed by the House, to revamp the sections in accordance with the views of the Senate and to report back to the full committee. It is expected that these sub-committees will be able to complete their work with very little friction, although it is understood that there will be a number of minor alterations made in the House measure.

The provisions of that section of the Revenue Bill relating to the tobacco industry indicates that the big manufacturers will have to carry the biggest burden.

An outstanding feature of the bill is the cigarette tax of three cents per ten thousand. It is very probable that this will suffer change at the hands of the Senate.

Leaf dealers and retail tobacconists are eliminated from the bill entirely, so that with the expiration of the emergency law the last day of this year, these branches of the industry will escape further special taxation.

It is very probable that the bill will suffer changes at the hands of the Senate.

The bill, as passed by the House, is as follows:

PROVISION OF THE NEW REVENUE BILL

Sec. 303. That on and after January 1, 1917, special taxes on tobacco, cigar, and cigarette manufacturers shall be, and hereby are imposed annually as follows, the amount of such annual taxes to be computed in all cases on the basis of the annual sales for the preceding fiscal year:

Tax On Manufactured Tobacco

Manufacturers of tobacco whose annual sales do not exceed fifty thousand pounds shall each pay $3.

Manufacturers of tobacco whose annual sales exceed fifty thousand and do not exceed one hundred thousand pounds shall each pay $6.

Manufacturers of tobacco whose annual sales exceed one hundred thousand and do not exceed two hundred thousand pounds shall each pay $12.

Manufacturers of tobacco whose annual sales exceed two hundred thousand pounds shall each pay at the rate of 8 cents per thousand pounds, or fraction thereof.

Tax on Cigars

Manufacturers of cigars whose annual sales do not exceed fifty thousand cigars shall each pay $2.

Manufacturers of cigars whose annual sales exceed fifty thousand and do not exceed one hundred thousand cigars shall each pay $3.

(Continued on Page 18)

ENGLAND TO ADMIT ONE-THIRD OF 1915 TOBACCO IMPORTATIONS

Restrictions Against Leaf Modified—Imports Have Shown Heavy Increase Since War Began—Licenses to Be Granted Until May, 1917.

THE English Board of Trade announce that in view of the increasing scarcity of tonnage and of the position of the tobacco trade in regard to tobacco bought and paid for before the issue of the Proclamation prohibiting its import, they have withdrawn their proposal to grant licenses for tobacco which had been purchased before February 15th.

They are, however, prepared to grant licenses for the importation into the United Kingdom between June 1, 1916, and May 31, 1917, of a quantity of tobacco intended for home consumption not exceeding in the aggregate one-third of the quantity so imported in the calendar year 1915. Regulations under which licenses will be granted will shortly be issued.

A different arrangement is in contemplation for the admission of tobacco destined for export abroad or for despatch to H. M. Expeditionary Forces, and details of this arrangement will be announced as soon as possible.

Since the war began the imports of unmanufactured tobacco have increased considerably. In 1915 they amounted to 205,932,696 pounds, while in 1913 they were 162,365,925 pounds.

In February, a Proclamation was issued prohibiting as from March 1st the importation of tobacco, unmanufactured and manufactured, including cigars and cigarettes. Subsequently, however, a committee was appointed by the president of the Board of Trade to advise the Board as to the issue in special circumstances of licenses for the importation of tobacco, and early in March it was announced that all consignments of tobacco, manufactured or unmanufactured, which could be proved to have been despatched to the consignees from the place of origin on or before February, 1915, would be allowed to be imported on arrival in this country. This proposal, however, is now withdrawn by the Board of Trade, which is prepared instead to grant licenses for the importation of one-third of the quantity imported in the calendar year 1915.

Following are the regulations as issued by the Board of Trade:

Regulations for the Importation of Tobacco Between June 1, 1916, and May 31, 1917.

"1. Licences will be granted for the importation from countries other than His Majesty's Dominions between the 1st June, 1916, and the 31st May, 1917, of manufactured or unmanufactured tobacco to the extent of not more than one-third of the quantity imported in the calendar year 1915.

"2. Licences will be granted only to importers (which term shall be held to include manufacturers who import direct) who imported tobacco in the calendar year 1915.

"3. Such importers (hereinafter called the licensees) will be required to send to the Committee before the 15th day of June, 1916, a statutory declaration signed by the importer, or in the case of a company by a responsible

(Continued on Page 18)

IRREGULAR PAGINATION

"Cinco" Float in Admen's Pageant

Among the attractive floats in the Admen's Pageant, held recently on Broad Street, was that of Otto Eisenlohr & Brothers, Incorporated. It was a reproduction of the first factory that manufactured "Cinco" cigars and showed workmen busy rolling this big selling nickel smoke.

Detroit Cigarmakers on a Strike

According to estimate, some five thousand cigarmakers in Detroit have gone on strike. The majority of them are women although quite a few men are out as well. The strike began when five hundred girls employed by the Lillies Cigar Company quit work. Since then the strikers have been augmented by workers from other factories.

When the strike opened the girls were unorganized, but R. B. Stickley, an international general organizer, is now here from Chicago, and has enrolled about 3000 in the union. Six long tables were set aside in the hall to accommodate the rush of recruits to the union ranks.

The factories involved in the strike are: Superia Cigar Manufacturing Company, San Telmo Cigar Company, American Tobacco Company, Wayne Cigar Company, Mazer Cigar Manufacturing Company, Tegge Cigar Company, Gordon Cigar Company, City of the Straits Cigar Company, Lillies Cigar Company, Hemmeter Cigar Company.

Marks Starlight Estate Totals $172,376

According to an appraisal recently made public, the estate of Marks Starlight, a member of the firm of Starlight Brothers, New York, cigar manufacturers, who died in May, 1915, totalled $172,376. Three sons and three daughters share the estate in equal proportion.

Thieves Steal Truck and Tobacco in Detroit

Thieves recently got away with about $5000 worth of cigarettes and tobacco and the truck on which they stood. The bold robbery was committed in front of the jobbing house of Charles Gauss, to whom the goods were consigned, at Second Street and Grand River Avenue, Detroit. The truck was recovered. An ancient scheme was used.

A man in working clothes stepped to the curb as John McLennan, driver for the Michigan Cartage Company, drove up to the place. The fellow said he was an employee of the firm and offered to watch the team while the driver delivered the bills to the office.

As McLennan stepped inside the fellow mounted the wagon and drove the team away.

Detectives Cotter and Snook were sent from headquarters and after a search of the vicinity found the team and part of the merchandise standing at Fifth and Plum Streets. The stolen merchandise, which was assigned to be delivered to Gauss, consisted of several cases of cigarettes and tobacco.

The Manila Commercial Company reports that when the S. S. "Persia Maru" arrives in San Francisco about August 15th, it will bring a shipment of about 744,000 Manila cigars for them.

Philadelphia Notes

L. M. Walters made a trip over in Jersey the other day to see how the "Bold" cigar was standing among the mosquito fighters. He reports that they are a "Bold" army.

George M. Lex, genial member of the "41" Cigar Company, slipped away to New York in his new motor car over the Fourth.

William Luckett, of Luckett, Luchs & Lipscomb, was noticed on the Atlantic City Boardwalk last Sunday.

A steady increase is being made in the distribution of "Mozart" cigars in Philadelphia through the efforts of the M. J. Dalton Company.

The new firm of Drayton, Groome, Goddard & Taylor are featuring the "La Rosa de Paris" brand, manufactured by Starlight Brothers, of New York.

Sidney Cahen, of E. Regensburg & Sons, is a visitor this week in Philadelphia, looking after the sales of the "Admiration" brand. This firm also makes the "En Boga" and "Tun Tavern" for the Yahn & McDonnell stores.

John H. Burke, for more than ten years with the Ryan Theatre Ticket Agency, has recently taken over the stands in the Hotel Walton.

Mr. Ackerman, of Y. Pendas & Alvarez, was a recent visitor in Philadelphia.

Jeitles & Blumenthal are very busy and report that they are now behind on their shipments of "Flor de Jeitles" and "Statesmen" cigars.

W. H. Nordon, of the Standard Tobacco Company, has recently been calling on the trade in the interest of the "Arcadia" cigarette. Some attractive window displays have been noticed on the brand.

John Brothers, of Wheeling, W. Va., have recently opened with a complete line of cigars, cigarettes, smoking tobacco and other accessories in the Ralston Building on South Fourth Street. They will sell to both the wholesale and retail trade.

"Reynaldo" Man Reaches Philly

MORRIS BURKE, the "live wire" booster of "Reynaldo" cigars on the Pacific Coast, with headquarters in Los Angeles, reached Philadelphia Friday, but kept on to Atlantic City, completing an ocean to ocean trip.

Mr. Burke reports that during the past thirty days the retail business on the Pacific Coast has shown marked improvement and he promised to improve it still further on his return, as he says he will take back some of the prosperity from the East.

Mr. Burke will spend a few days in Philadelphia, and then go to New York for a week. He expects to be back in Los Angeles on August 14th.

The trip is said to be the result of a wager with Mr. Luckett, of Luckett, Luchs & Lipscomb, the manufacturers of the "Reynaldo" cigar. It is rumored that Mr. Burke disposed of one million of these famous cigars in eight months.

On a recent trip through the mining camps of Arizona, this hustler is said to have sold one-quarter of a million cigars in twenty-four days. The entire Pacific Coast League baseball teams are smoking "Reynaldos." Only recently, "Ping" Bodie was presented with a box as a result of getting the most hits during a series of games in Los Angeles.

Warner Searle Expected Home This Week

Warner Searle, representative of the Portuondo brands, is expected home this week after a successful trip through the Middle West.

The Weakley & Worman Company, wholesale grocers of Dayton, Ohio, have recently opened a cigar department, and one of the first brands to be taken on was that of the "Portuondo."

Yahn & McDonnell's Twelfth Month in Widener Building

The Yahn & McDonnell store in the Widener Building is entering its twelfth month in that location, and Mr. McDonnell stated to a representative of "The Tobacco World" that the business had been very satisfactory. Mr. McDonnell says that despite many adverse criticisms regarding the location, at the end of eleven months he found that his belief in the success of the Widener Building stand had been justified.

Mr. McDonnell further stated that the credit for the successful showing of the store belongs in a large measure to Charles E. Waters, the manager.

The Tobacco Industry

Address by Hon. S. L. Rogers, Director of Census, given before the Convention of the Tobacco Association of the United States

IT is probable that no other American crop has been surrounded with so much romance as has tobacco. The first Europeans to reach these shores found the natives cultivating tobacco and using it in many of their ceremonials. In fact, the 'pipe of peace' is a familiar phrase even in this day. Its properties were esteemed so highly as to lead to its introduction into Europe, and the use of tobacco has extended to all civilized countries. It was so greatly sought after that its cultivation was among the first crops taken up after the establishment of the new settlements. For a time it was the medium of exchange, being used in paying the salaries of public officials and the clergy, the bills of physicians and others, and in the payment of taxes. It had an interesting bearing on the permanent settlement of Virginia, the cost of the passage of many of the first women coming to that colony being paid with this product.

"Tobacco was one of the first staples produced in this country and has always been the subject of an important trade, both domestic and foreign, and reliable information regarding the tobacco industry is much in demand. The United States is not only the largest producer of tobacco but also holds first rank among the countries in the importation, exportation and consumption of this product. The industry in its various ramifications affects so large a porportion of our people that it is imperative to have reliable data regarding the tobacco situation.

"To meet this demand Congress has charged a number of bureaus in the several departments with the duty of collecting and publishing information on different phases of the tobacco industry. The following summarizes in a general way the activities of each bureau in this connection:

"Department of Agriculture—The Bureau of Crop Estimates publishes first, in July, a report showing the acreage planted; second, on the 10th of each month during the growing season, a report on the condition of the crop; third, in December, an estimate of the total production; and fourth, each month a statement of the price obtained by the farmers for tobacco sold during the month.

"The Bureau of Plant Industry carries on experiments in the growing of the different varieties of tobacco, is engaged in propagating new varieties with special characteristics, and in demonstration work in this culture.

"The Bureau of Soils makes analyses designed to assist the grower in determining the suitability of his soil in growing tobacco and in supplying the necessary fertilizers.

"The Bureau of Entomology makes a study of insect pests which are injurious to this crop and prescribes remedies for their eradication or control.

"The Weather Bureau collects information as to meteorological conditions and makes forecasts which are of great advantage to the growers and others engaged in the industry.

"The Office of Markets and Rural Organization investigates the commercial processes involved in the handling, marketing, and utilization of tobacco.

"Department of the Treasury—The Bureau of Internal Revenue takes account of the quantity of leaf tobacco purchased, consumed and on hand in the various branches of the industry, together with information as to the output of cigars, cigarettes, tobacco, and snuff, and revenue stamps used.

"Department of Commerce—The Bureau of Foreign and Domestic Commerce collects and compiles information as to the quantity and value of tobacco and its manufactures, imported and exported, during each calendar month.

"The Bureau of the Census collects, first, from the growers, at each decennial census, data as to the acreage in and production of tobacco; second, from the manufacturers, at each quinquennial census, reports covering the operations of their factories during the census year; and third, from certain classes of dealers and manufacturers. statistics of leaf tobacco held on April 1st and October 1st of each year.

"Complete data as to the production of tobacco are not available, since considerable quantities in some countries do not enter commercial channels. It is believed, however, that the world's crop in recent years approximates 3,000,000,000 pounds. The most important countries in this culture, in the order of their importance, are the United States which produces more than 1,000,000,000 pounds annually, or about one-third of the entire amount; British India, 450,000,000 pounds; Russia, 275,000,000 pounds; Austria-Hungary and Dutch East Indies each nearly 200,000,000 pounds. Considerable quantities of tobacco are grown also in France, Germany, Turkey, Philippine Islands, Brazil, China and Cuba.

"Most of the tobacco-growing countries consume the greater part of their production in staple. The annual consumptive requirements of the principal tobacco manufacturing countries are roughly as follows: United States, 650,000,000 pounds; British India, 480,000,000 pounds; Germany, 225,000,000 pounds; Austria-Hungary, 210,000,000 pounds; Russia, 180,000,000 pounds; United Kingdom and France, each 100,000,000 pounds; and Japan, 90,000,000 pounds.

"According to census statistics, tobacco was grown in 1909 on 326,919 farms, the total acreage being 1,284,911, and the production 1,055,764,806 pounds. While tobacco is grown to some extent in many of the States, a few of them account for practically the entire production of the country. Kentucky with 398,482,301 pounds, or 38 per cent. of the total for the country, led the States in this culture in 1909, being followed, in the order named, by North Carolina, with 138,813,163 pounds; Virginia with 132,979,390 pounds; Ohio with 88,603,308 pounds; Tennessee with 68,756,599 pounds; Wisconsin with 46,909,182 pounds; and Pennsylvania with 46,164,800 pounds. While the bulk of the crop was valued at less than 10 cents per pound, the average value of that grown in Connecticut, Florida, Georgia, Louisiana, and Massachusetts was much higher.

"Notwithstanding the fact that tobacco was grown in many localities in the United States nearly one-fourth (23.5 per cent.) of the entire crop of 1909 was produced in fourteen counties, each of which reported at least 10,000,000 pounds. The names of these counties, the acreage planted, the production, and the average production per acre are as follows:

County and State	Acreage	Pounds	Avge. No. Lbs. Per Acre.
Lancaster, Pa.	32,783	36,892,869	1,125
Hartford, Conn.	13,774	24,365,134	1,769
Pittsylvania, Va.	34,201	22,841,161	668
Dane, Wis.	16,789	20,932,967	1,247
Halifax, Va.	27,973	18,640,027	666
Darke, Ohio	19,129	16,618,500	869
Daviess, Ky.	18,910	16,322,970	863
Montgomery, Ohio	22,621	15,291,779	676
Robertson, Tenn.	17,655	15,110,684	856
Christian, Ky.	19,271	14,129,592	733
Graves, Ky.	18,506	13,352,333	722
Montgomery, Tenn.	16,098	12,335,608	766
Pitt, N. C.	14,130	10,973,950	777
Henderson, Ky.	13,019	10,164,005	781

"American tobacco is classified according to the use to be made of it into 'cigar,' 'chewing, smoking, snuff, and export'. Of the total production of tobacco in the country, only about one-fifth is of the 'cigar' types. New England, Pennsylvania, Ohio and Wisconsin each produce about the same quantity, but the tobacco grown in Connecticut and Massachusetts is much more valuable than that grown in the other States. Of the 'chewing, smoking, snuff, and export' types, the largest amount was produced in the 'bright yellow' district of Virginia, North Carolina, and South Carolina, the 'Burley' district being next in importance.

"The exports of American leaf tobacco during 1913, the latest year not affected by the war, was 444,371,661 pounds, valued at $52,937,894. Of these exports the United Kingdom took approximately 175,000,000 pounds; France 48,000,000 pounds; Italy 40,000,000 pounds; Germany 31,000,000 pounds; Netherlands 29,000,000 pounds; Spain 21,000,000 pounds; and Canada, 19,000,000 pounds. In addition to leaf tobacco, manufactured tobaccos were exported during the year as follows: Cigarettes, 2,318,802,000, of which 908,958,000 went to China, 1,073,203,000 to the British East Indies, and 336,341,000 to all other countries; plug tobacco, 6,629,379 pounds, of which 2,375,405 pounds went to British Oceania; cigars and cheroots, 1,796,000; smoking tobacco, 1,331,708 pounds; and other tobacco products to the value of $217,755.

"Notwithstanding the large production of tobacco in the United States, leaf tobacco, as well as manufactured tobacco, is also imported. The value of the imports in 1913 amounted to $42,417,276. Of this total $36,320,964 represented the value of leaf tobacco and $6,096,312 that of manufactured tobacco. Of the leaf tobacco, about one-third is imported from Cuba and about 30 per cent. from Turkey.

"The growth of the tobacco manufacturing industry in the United States in recent years has been very rapid. From 1879 to 1909 the value of products increased from $116,772,631 to $416,695,104, and the number of persons employed in the industry from 86,053 to 197,637.

"According to the annual report of the Bureau of Internal Revenue, there were manufactured, during 1914, 8,248,891,047 cigars, 16,869,520,463 cigarettes, 156,502,776 pounds of plug tobacco, 15,987,339 pounds of twist, 10,961,100 pounds of fine cut, 226,888,866 pounds of smoking, and 30,595,640 pounds of snuff. These figures are stupendous and indicate the magnitude of the tobacco manufacturing industry as no other presentation could. The manufacture of the several tobacco products is generally localized, most of the plug and twist being made in Missouri, North Carolina, and Kentucky; finecut in Illinois and New Jersey; smoking in North Carolina and Ohio; snuff in Tennessee and New Jersey; and cigarettes in New York. The manufacture of cigars is very generally distributed, the largest quantities being made in Pennsylvania and New York.

"During the year ending June 30, 1915, the receipts from internal revenue taxes levied and collected on account of tobacco manufacture and sale was $79,764,071. The largest amounts were collected in New York and North Carolina—these two States combined accounting for 35 per cent. of the total. The following statement shows the collections for the ten leading States in this regard for the fiscal year 1915:

State	Amount
New York	$14,238,321.88
North Carolina	13,066,075.79
New Jersey	7,183,829.68
Pennsylvania	6,610,995.73
Virginia	5,985,430.17
Missouri	5,696,122.69
Ohio	5,458,779.78
Michigan	3,478,398.95
Illinois	3,395,643.05
Kentucky	3,006,781.60

"At the close of 1914 there were registered 381 cigarette factories, 16,754 cigar factories and 2,432 tobacco and snuff factories, a total of 19,567 factories engaged in the manufacture of tobacco. In addition, there were between 3,500 and 4,000 dealers in leaf tobacco. Practically all of these registries have leaf tobacco on hand and if full statistics of tobacco held by manufacturers and dealers were collected it would be necessary to canvass more than 23,000 persons. To obtain reports from all of these concerns and publish the information within a reasonable time was believed a rather difficult undertaking and the Act of Congress approved April 30, 1912, required the Director of the Census to collect reports of leaf tobacco on hand from all persons who according to the records of the Commissioner of Internal Revenue manufactured 250,000 cigars, 1,000,000 cigarettes, or 50,000 pounds of leaf tobacco during the preceding year, and from dealers in leaf tobacco who had an average of 50,000 pounds on hand at the end of the four quarters of the preceding calendar year. There are about 4,000 persons affected by the statute and reports are collected from all of these at each enumeration. Of course, the statistics of leaf tobacco held on specified dates would be of greater value if they covered all manufacturers and dealers since the statistics then would be more complete.

"From the standpoint of local, as well as of official, pride, and I am a firm believer in giving full appreciation to matters of this character, it is very gratifying to state that the activities of the Census Office afford very complete data concerning cotton, the great "money" crop of a large section of our country. As a result, reliable and up-to-date information regarding the ginning, handling and consumption of cotton are placed in the possession of all concerned and we have established a reputation, second to none, for accuracy and promptness in their compilation and dissemination. It is our desire to bring our statistics concerning tobacco, another local staple, to the same high standard of usefulness. In order to more effectually carry on the work a new division known as the Division of Cotton and Tobacco Statistics has been created. This will result in placing these investigations on a plane commensurate with their importance and adequately provide for the growing statistical work in connection with these products.

"The actual work in collecting the reports of leaf tobacco held has developed several changes which I believe should be made in the law. For instance, we are now required to mail the card schedules not less than ten nor more than fifteen days before the dates to which the reports relate. This requirement places the blanks in the hands of the persons reporting a considerable time in advance of the date to which the report can be made, frequently resulting in the misplacing of the blanks and the consequent failure to promptly forward the reports. It would seem desirable to mail the blanks so as to reach the concerns reporting immediately before the dates to which the reports relate.

"The law allows ten days in which to prepare the report. Because of this provision many undoubtedly delay making the reports until the last day. With a few excep-

(*Continued from Page 13*)

ENGLAND TO ADMIT ONE-THIRD OF 1915 TOBACCO IMPORTATIONS

(*Continued from Page 13*)

official, of their importations during the year 1915, setting out the quantities in lbs. nett weight, distinguishing between goods (a) from His Majesty's Dominions (b) from other countries, and excluding goods imported for transshipment and entered in transit. The declaration shall include only goods for which customs entries were passed between and including January 1, 1915, and December 31, 1915. The figures will be compared with the Board of Trade returns and when approved by the Committee the licensees will be entitled to obtain licences to import between June 1, 1916, and May 31, 1917, 33 1-3 per cent. of such lbs. weight from countries other than His Majesty's Dominions, unless sufficient reasons are furnished to the Committee for withholding or otherwise dealing with the licences for the whole or any part of such goods. The licensees shall furnish, in addition to the statutory declaration aforementioned, such other evidence as the Committee may from time to time acquire.

"4. In case tobacco is imported by an importer or merchant for sale, he shall be under the obligation in the first instance to offer his importations to customers who purchased from him in 1915 in proportion to their purchases from him in that year, offering them as far as practicable similar types and grades, and shall be free, after the expiration of fourteen days from the date of the offer to dispose of any tobacco not purchased by the customer as and when he thinks fit, with this reservation that he shall sell the tobacco either direct or through a broker to a manufacturer who is short of the particular types and grades in preference to one who is more fully supplied. In case of any complaint being made to the Committee of the price sought to be charged, or of any non-compliance with this clause, the Committee reserve the right to decide the matter in dispute between the parties and the decision shall be binding upon them.

"5. No unmanufactured tobacco imported under licence shall be sold for export except to customers in British Possessions or Allied or Neutral countries who have been accustomed to obtain supplies from the British markets, and then only subject to the provisions of Clause 4, but the restriction shall not apply to tobacco damaged or unsuited for manufacture in the United Kingdom.

"6. Until further notice tobacco the produce or manufacture of His Majesty's Dominions will be admitted without restriction.

"7. All licences will be subject to revocation at any time.

"8. Copies of these regulations and forms of Statutory Declaration may be obtained from the Board of Trade, Department of Import Restrictions, 22, Carlisle Place, London, S. W., to whom also complaints and other correspondence should be addressed. Envelopes should be marked 'Tobacco'."

Acker, Merrall & Condit Get Hotel Cigar Stand

The cigar privileges of the new Hotel Commodore, now being planned for Forty-second Street and Park Avenue, Manhattan, have been secured by Acker, Merrall & Condit. It is said that the credit for this stroke of business belongs to S. P. Coe, head of the cigar department of that firm.

The Hotel Commodore will be "some" hotel. It is planned for 2500 rooms, will be twenty-eight stories high and is expected to cost in the neighborhood of $11,000,000.

SENATE LEADERS READY TO PUSH REVENUE BILL WITHOUT HEARINGS

(*Continued from Page 13*)

Manufacturers of cigars whose annual sales exceed one hundred thousand and do not exceed two hundred thousand cigars shall each pay $6.

Manufacturers of cigars whose annual sales exceed two hundred thousand and do not exceed four hundred thousand cigars shall each pay $12.

Manufacturers of cigars whose annual sales exceed four hundred thousand cigars shall each pay at the rate of 5 cents per thousand cigars, or fraction thereof.

Tax on Cigarettes

Manufacturers of cigarettes shall each pay at the rate of 3 cents for every ten thousand cigarettes, or fraction thereof.

In arriving at the amount of special tax to be paid under this section, and in the levy and collection of such tax, each person, firm, or corporation engaged in the manufacture of more than one of the classes of articles specified in this section shall be considered and deemed a manufacturer of each class separately.

THE TOBACCO INDUSTRY

Continued from page 13

tions the reports can be prepared immediately after the date to which each relates and a change in the law would undoubtedly tend to advance the date of publication.

"At present the reports must be sworn to before a deputy collector of Internal Revenue or some other person authorized to administer oaths. In order to eliminate the expense of a notarial fee or do away with the necessity of visiting a deputy collector, it would seem advisable to empower postmasters to administer the necessary oath without expense to the person making same.

"Accurate statistics as to the production of tobacco would be of benefit to all concerned in the industry. A number of plans for ascertaining this information have been considered. Representative Byrns of Tennessee, introduced a bill during the present session of Congress requiring all persons purchasing leaf tobacco from the grower to keep a record of purchases and to make quarterly reports of the same to the Bureau of the Census. Legislation of this character would undoubtedly result in practically complete information as to the production. It must be remembered, however, that growers do not always sell their tobacco within the year and that conditions and practices differ in the various tobacco-growing sections.

"We have a full appreciation of the importance of the work placed in our charge. It is our earnest desire to make it of benefit to all, and to this end we solicit the co-operation of every one having to do with the reports. Suggestions for improvements in the methods and statistical presentations are invited and will be given the most careful attention. It is only through co-ordination and co-operation that the maximum benefit may be obtained.

"The opportunity to appear before this convention, so vitally interested in the tobacco industry, affords me great pleasure. Being a citizen of the State of North Carolina, which enjoys such a prominent position in the industry and being head of the Bureau of the Census, which is engaged in the collection of statistics concerning tobacco, it is only natural that I should be interested in anything looking to improvements in the conditions surrounding the production, handling and consumption of this staple."

MARYLAND TOBACCO PRICES SOAR

Crop Establishes New High Record—Foreign Bidding Strong—Eighteen Cents for Best Leaf

Baltimore, Md.

THE Maryland tobacco growers are reaping the reward of a sharp demand that now prevails for leaf tobacco, both in this country and in Europe. Some of the Baltimore buyers of the Maryland leaf say the prices for the crop now coming to market are higher than they ever remembered, certainly greater than at any time since the Civil War.

Some good hogsheads of Maryland tobacco have sold here in the past week at 18 cents a pound. It is true, the quantity which has brought this high figure is limited, perhaps not more than one hogshead from any one planter's crop, but the price generally is relatively higher this year than in many years. It is by no means unusual for 17 cents a pound to be paid, and it must be tobacco of a rather inferior quality which will not command 10 and 12 cents a pound in the market at this time.

It is also said the demand for the crop is so urgent that the buyers frequently pass over some imperfections that would ordinarily cause the hogsheads to be rejected. This demand is mainly from European buyers, but the inquiry is likewise active from the domestic manufacturers, creating a sharp competition.

The French Government is in the market and is steadily seeking all the Maryland tobacco that comes up to its requirements. It has not been this Government, however, which has paid the top prices, though it is admitted that its representative will not neglect the chance to obtain the good tobacco when offered.

The crop from Southern Maryland, where the bulk of the Maryland tobacco is grown, is coming to market quite freely, though the movement has almost just begun. Therefore, it is the planters from that section who are getting the benefit of the competition among the buyers at this time. It is explained that the European nations are pressing for the tobacco and spare no expense to supply this luxury to the soldiers.

A buyer here of Maryland leaf tobacco said the soil of the tobacco-growing counties of this State seemed to give the plant more nicotine than that from other sections of this country. This, he explained, was why it is in such demand by the French, who have always been the largest consumers of the Maryland crop. He said that when smoking tobacco or cigarettes are labeled "Maryland" in France it is accepted as full assurance that there are no coloring or flavoring extracts mixed with it.

Bangor Cigar Company to Change Quarters

The firm of G. G. Estabrook's Sons, which ever since 1875 has been established in its present location at No. 8 Hammond Street, Bangor, Me., is obliged to again change its location owing to the expiration of its lease, and after September 1st will be established at 44 Central Street.

The present store, which, owing to its beautiful appointments and the wonderful assortment of smokers' novelties, has acquired a reputation as one of the most beautiful tobacconist stores in New England, and this reputation will be retained in its new location. Many improvements have been planned for the new store, and the extensive line of European and domestic smokers' novelties will be increased. The cigar department also will receive attention, and several clear Havana lines will be added which will interest the high-grade smoker.

W. B. Colton Enters Jobbing Business

W. B. Colton, a widely known representative of the Havana-American Cigar Company, and connected with the Capital City Tobacco Company, of Atlanta, Ga., has resigned his position and will enter the jobbing business, having purchased a half interest in the Pinnix Cigar Company, of Charlotte, N. C. This company hereafter will be known as the Colton-Carter Cigar Company.

E. F. Malone, of the Capital City Tobacco Company, has expressed regret that Mr. Colton will no longer be connected through his firm with the brands of the Havana-American Company.

"Mr. Colton has represented his own company and the Capital City Tobacco Company with distinguished credit to the business and to himself, and he leaves behind him a host of friends whose good wishes follow him into his new field," said Mr. Malone. "I may state that Mr. Colton devoted especial attention to 'Preferencias' and 'Kelly's Bouquet' while he was with the Havana-American Company in this territory, and it was through his work with the force of the Capital City Tobacco Company that he made so much money that he is now able to go into business for himself."

Lancaster Tobacco Crop

Lancaster, Pa.

The weather the past ten days was ideal for tobacco, and Lancaster County growers are highly pleased over the condition of the fields. Those which were planted earliest in the season, and escaped the ravages of the cut-worm, making replanting unnecessary, and have an excellent start. These fields will in all probability make an even crop, while those in which much replanting was necessary will be marked by their great irregularity in the development of the crop.

Low-grade leaf tobacco of all kinds is pretty well cleaned up, except the 1909, which is also growing scarce. A leading city packer has just completed a schedule of the amount of 1909 goods held by local packers, and it totals a little less than 8000 cases, all that is left of 50,000 cases. It has been selling as high as 12½ cents a pound, but the packers are now refusing that figure. Pennsylvania tobacco is once more in its old place, on top in the trade, and 1913 goods have been selling as high as 20 cents a pound

Reynolds Tobacco Company to Pay Full Salaries

The R. J. Reynolds Tobacco Company through its board of directors, has decided to allow employees who belong to the National Guard full salary while out of the service of the company and in the service of their country.

Under the proposition of the company the salary of absent employees will be placed to their credit and interest at 4 per cent. per annum will be paid on it. This money will be paid direct to the employee or to such person or such member of his family dependent upon him for support as he may designate or to his administrator in the case of death.

The agreement also provides that the standing of any such employee with the company remains unchanged and that any additional compensation or any participation in profits due for continuous service or on account of stock ownership be paid to him in the same manner as the other income the same as though he were in the performance of his regular duties with the company.

Former Cigarmaker Opens Factory and Store

Benjamin Lelyveld, a cigarmaker who has been engaged in that occupation for forty years, first with I. Marks, and later with Waitt & Bond, of Boston, has recently opened a factory and store in Rockland, Mass. His leading brand will be called "The Town Clerk," a clear Havana cigar.

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J. LAWTON KENDRICK ..... Managing Editor
HOBART BISHOP HANKINS ..... Advertising Manager

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Manila Cigars

A Manila factory representative complains that the Government guarantee is placed on cigars made of poor tobaccos as well as those made of the finer qualities. He thinks that there should be some discrimination; that a line should be drawn placing the good brands on one side and the doubtful ones on the other. The Government can hardly be expected to do that as long as the requirements of the law are fulfilled. However, the consumer can be depended on to discriminate for himself.

Cigar Firm Moves the Clock Up

The Randall-Landfield Company, cigar manufacturers, at 112 East South Water Street, Chicago, Ill., moved their clocks ahead one hour, beginning July 10th. On that day all employees began work at 6.30 A. M. They stop work at 4.30 P. M., instead of 5.30 P. M.

This move was decided by a referendum vote of the employees. Of the sixty-two employees, forty-three voted for it and nineteen opposed it. The majority won the argument, and now all of the men are reported to be enthusiastic about it. It will give the men more time for the enjoyment of the beaches and parks during the hot weather.

The idea was suggested by A. E. Landfield and he put it up to the employees for a vote, which resulted favorably.

France Will Accept Parcels for Soldiers Duty Free

Parcels of tobacco, cigars and cigarettes addressed to the troops in France may now be accepted for mailing under certain conditions, according to information just received from the postal administration of France. The communication follows:

"Parcels containing these articles sent by donors residing in foreign countries for the armies in the field and the military hospitals or ambulances are admitted free of customs duty, provided they are addressed directly to the minister of war, who is to have charge of their distribution.

"The address of the fighting or sanitary unit to which the donor wishes to send the articles, written thereon by the donor may be included in the address as a statement of donor's desire, the military authorities being the final judge as to the possibility of complying therewith.

"Individual parcels sent by private persons from foreign countries addressed to military persons forming part of the British or Belgian expeditionary forces operating in France will be admitted free of duty."

Registered articles addressed to war prisoners and interned civilians in Germany are not admissible, and are sent back to origin by the German frontier receiving officer. All postmasters have been directed to prevent acceptance for mailing of such articles. The order was communicated by the postal administration bureau of the Universal Postal Union, at Berne, Switzerland.

Schulte Cigar Stores Secure Bridgeport Corner

Pease & Elliman, in conjunction with Willard S. Burrows Company, have leased to the Schulte Cigar Stores Company, for a long term of years the entire building owned by Eldridge E. Wheeler, and known as Wheeler's Corner, situated on the southwest corner of Main and Elm Streets, Bridgeport, Conn. The Schulte Company secured through the same brokers two other prominent corners in Bridgeport, and in addition have secured options on thirty-four choice locations throughout New York, Connecticut, Massachusetts, Michigan, Illinois and Pennsylvania, particulars of which will be announced at a later date. The Schulte Company, upon the expiration of the existing lease, will open a branch establishment. Pease & Elliman and Willard S. Burrows Company have been appointed agents for the property.

Storm Damages Tobacco Crop

Windsor, Conn.

Thousands of dollars' damage to growing tobacco throughout this section resulted from the severe electrical storm. Hailstones as large as walnuts fell in large quantities. Canvas coverings on shade-grown tobacco were set on fire and destroyed, together with the crops they were shading. Some estimates place the loss considerably in excess of $100,000.

TOBACCO ASSOCIATION HOLDS CONVENTION

Good Attendance at Asheville—More Than One Hundred Delegates Present—T. M. Carrington Re-elected President

THE annual convention of the Tobacco Association of the United States, held at Asheville on June 29th and 30th, was one among the successful meetings in the history of the Association, there being about one hundred delegates, many of them accompanied by their wives.

The meeting was held at Grove Park Inn, the famous resort hotel nestling in the foot hills of the Blue Ridge Mountains.

The resources from the membership not being adequate to meet the increased work for the benefit of the tobacco trade, a committee was appointed to revise the membership dues. The committee reported that the dues be $15 a year, which was adopted.

Among the prominent speakers at the convention was an address by E. H. Mathewson, tobacco expert of the United States Agricultural Department. Tobacco statistics, by Samuel L. Rogers, Director of the United States Census Bureau.

The following officers and Board of Governors were elected for the ensuing year:

OFFICERS

President—T. M. Carrington.
First Vice-President—W. L. Petty.
Second Vice-President—R. P. Watson.
Third Vice-President—B. P. Eggleston.
Secretary and Treasurer—G. E. Webb.

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T. H. Kirk, Cincinnati, Ohio.
J. S. Phelon, Owensboro, Ky.
O. H. Ellis, Springfield, Tenn.
C. W. Walters, South Boston, Va.

New Cigar Store for Martin's Ferry

William and Evan Johns, two young men of Martin's Ferry, O., have recently rented a storeroom in the Ralston Block, and as soon as alterations are complete will open a wholesale and retail cigar store. The leading brands of cigars, cigarettes and smoking tobaccos will be in evidence.

Now They Have Started on the "Schulte" Stores

A lone robber recently entered the A. Schulte cigar store, at 146 North Dearborn Street, Chicago, Ill., and held up the clerk at the point of a revolver. The robber secured $58.

HAVANA CIGAR STATISTICS

June Decrease More Than Three and a Quarter Millions—British Embargo Responsible

Havana, July 8, 1916.

OUR monthly statistics of the exports of cigars, from the port of Havana, according to our custom house returns, show the following changes, viz.:

Exports from June 1 to June 30, 1916,	7,463,494	cigars
Exports from June 1 to June 30, 1915,	10,859,191	"
Decrease during the month of June, 1916,	3,395,697	"

According to countries there were the following increases in June, 1916, as compared with June, 1915:

Chile	351,590	cigars
Australia	255,900	"
United States	198,963	"
France	173,850	"
Spain	135,495	"
Canada	96,500	"
Spanish Africa	83,185	"
Brazil	54,690	"
Egypt	52,990	"
United States of Columbia	34,000	"
Italy	33,000	"
Total	1,470,263	"

Decreases by countries in June, 1916, as compared with 1915:

Great Britain	4,749,571	cigars
Denmark	71,000	"
Uruguay	32,200	"
Portugal	31,600	"
Argentine Republic	28,222	"
Total	4,912,593	"

Exports from January 1 to June 30, 1916,	59,298,272	cigars
Exports from January 1 to June 30, 1915,	55,534,059	"
Increase during the the first six months of 1916,	3,764,213	"

The ten principal countries, which last year imported over one million cigars from us, show the following changes during the past six months of 1916, and as compared with the same period of 1915:

Increases.

United States	4,871,444	cigars
Chile	1,190,879	"
Denmark	779,700	"
Australia	715,993	"
Argentine Republic	671,490	"
Spain	472,791	"
Canada	57,750	"
Total	8,760,047	"

Decreases.

Great Britain	4,556,617	cigars
France	836,175	"
Netherlands	157,490	"
Total	5,550,282	"

Oretaniv.

Amsterdam Tobacco Market

Most Important Warehousing Article of Dutch Commerce —Sumatra Growers Claim They Made No Profit on 1914 Crop

AMSTERDAM remains the world's principal market for tobacco leaf, says Consul F. W. Mahin, of Amsterdam, in the "Commerce Reports." Tobacco is the most important warehousing article of Dutch commerce. Mr. Mahin's comments follow:

"The following table will give an idea of the tobacco transactions. The figures cover the stock on hand in Amsterdam on January 1, 1915, the imports during the year, amount sold during the year, and the number of bales unsold December 31, 1915 (the bale averaging about 171 pounds):

Item	Java	Sumatra	Brazil	Dominican Republic	Borneo	Mexico	Havana	Manila
	Bales	Bales	Bales	Bales	Bales	Bales	Bales	Bales
Stock on hand January 1, 1915	9,118							600
Imported during the year	412,388	236,373	23,454	22,268	14,942	2,170	2,646	1,888
Total	421,506	236,373	23,454	22,268	14,942	2,710	2,646	2,488
Sold during the year	402,420	222,675	23,134	22,268	14,942	2,710	2,646	2,488
On hand Dec. 31, 1915	19,086	13,698	320					

"In addition to the above statistics there were 2255 bales of tobacco imported, principally from Venezuela and Colombia.

"From the following figures it will be seen that the average prices for one-half kilo (1.1 pounds) realized at the Amsterdam tobacco sales for Sumatra and Borneo were higher in 1913 and 1914 than in 1915, while Java shows quite an advance in 1915 over the two previous years: The prices are given for 1913, 1914, and 1915, respectively; Sumatra, 54.4, 50.8, and 38 cents; Borneo, 30.4, 26.8, and 23.7 cents; and Java, 10.7, 9.5, and 13.5 cents.

"Statistics show that the amounts realized in the Netherlands from the leading grades of tobacco for the past three years were as follows:

Kind	1913	1914	1915
Sumatra	$23,919,000	$19,617,000	$14,070,000
Java	12,220,800	9,752,520	14,190,600
Borneo	804,000	548,730	538,680
Total	$36,943,800	$29,918,250	$28,799,280

"By far the largest quantities come from the Dutch East Indies, principally Sumatra and Java. The 1914 Sumatra crop, which was sold during 1915, was of medium quality; in fact, part of it was rather inferior, owing to unfavorable weather conditions. German, Austrian, and Hungarian tobacco factories, whose consumption rules more or less the Sumatra market, as well as the respective governments, were heavy purchasers, especially of cheaper qualities, and bought large quantities. It is owing to this fact that the rather inferior Sumatra crop brought a higher price than would have resulted in more normal times.

"High prices were paid for the better part of the crop, which, however, was limited. American buyers attempted to secure all the first and second lengths of light tobacco, which is the only material that can not be substituted by any other growth. For inferior grades of darker description, the American market is no longer dependent upon Sumatra tobacco, it having been displaced in later years by Florida, shade-grown Connecticut, and other seed-leaf tobacco. Sumatra tobacco is used in most countries, including the United States, as an outer leaf for cigars. The Sumatra tobacco growers claim that they can book no profit for last year's crop, as its cost price practically equals the average selling figure.

"Java tobacco also suffered heavily on account of unfavorable weather conditions, and the 1914 crop has been rated as below middling. The market during last year was irregular and prices fluctuated considerably. Tobacco from the Dutch East Indies could be imported into the Netherlands without any restrictions, while that from all other countries had to be consigned to the Netherlands Oversea Trust Company with a guaranty that it was not to be shipped to any of the belligerent countries. Consequently, Java tobacco was much in demand, with the result that prices advanced. In November, however, this restriction was removed, and tobacco could be freely imported and exported, which, of course, resulted in a reduction in price."

Tobacco Acreage Larger

Washington, D. C.

A review of the tobacco situation has just been issued by the Department of Agriculture as follows:

"The total area of cigar tobacco is 187,100 acres, compared with 172,400 acres in 1915, an increase of 8.5 per cent. Two districts, New York, and Georgia and Florida, show a falling off; New England has the same acreage as last year, and all other districts show an increase.

"The chewing, smoking, snuff and export types show 1,192,800 acres, compared with 1,132,000 last year, an increase of 60,800 acres, or 5.3 per cent. The Old Bright, New Bright and Louisiana-Perique districts show decreased acreages, while each of the others has an increase. The decrease in the New Bright district was caused by a shortage of plants and dry weather at transplanting time. The decrease is in South Carolina. Eastern North Carolina has about the same acreage as last year.

"In the Old Bright district plants were scarce and weather dry during the early part of the planting season; conditions were favorable during the latter part of May and June and the crop was set later than usual. In all other districts dry weather caused no inconvenience at planting time.

"In New York excessive rains and cool weather retarded plant growth and destroyed some fields after transplanting was accomplished. This in connection with a shortage of plants caused the reduction in acreage. In the Louisiana-Perique district low prices and slow sales discouraged growers and the area is the smallest of recent years. In the other districts plants were plentiful, and, while in some instances excessive rains delayed transplanting for a few days, the crop was transplanted in good time. The stand as a rule is better than usual, but cultivation has been delayed in most districts by too much rain in June.

"The Georgia and Florida crop is being harvested and gives promise of being one of the best ever grown in that district."

Havaflorida Cigar Company to Open in Pensacola

Plans are being formulated for the incorporation of the Havaflorida Cigar Company, which will establish a factory at Chase and Baylen Streets, Pensacola, Fla. The officers will be John A. Day, president; A. M. Avery, Jr., vice-president; and J. C. Clark, secretary and treasurer.

Daniel Lyon

Daniel Lyon, a retired wholesale tobacco merchant of New York, died recently at the home of his daughter, in East Nineteenth Street, Brooklyn. He was eighty-seven years old, and a Confederate veteran.

Lancaster County Tobacco Purchased for France

Lancaster, Pa.

Until a few days ago it had been years since a special trainload of Lancaster County grown tobacco has left this city. The train, over the Reading Railway, consisted of forty-three cars, and contained 2000 cases of 1909 tobacco. Its destination is France and Belgium, and it had been bought at prices ranging from 11½ to 12½ cents a pound.

Within the last six weeks a single New York firm has purchased 3600 cases of the 1909 packing. This is the tobacco that has proved so costly to many Lancaster packers, because of the attitude of packers before it was cut, and later, while curing, in order to keep down the price. The crop not only went begging for years, but the prices were ruinously low.

When agents of foreign Governments began buying it six months ago, it being the only cheap tobacco to be had, it was selling as low as 6 and 7 cents a pound, and fully 25,000 cases were for sale. The demand has sent the prices up to 12, 13 and 14 cents a pound.

Big Shipment of Wisconsin Tobacco for Holland

Janesville, Wis.

Within the next two months Janesville will have shipped 1,250,000 pounds of tobacco, approximately 5000 cases, or 100 cars, to the Atlantic sea coast for transshipment to Holland.

The tobacco is being prepared for foreign shipment by the F. G. Borden Company. This is the second shipment of magnitude to foreign firms within the past twelve months, a previous shipment by the same company having been sent to Baltimore and transshipped to Amsterdam for a large Dutch tobacco importing firm.

The present shipment has been purchased by agents of the Heinrich Neuberger Company, Holland, and while shipped to Holland at first, will probably find its way indirectly into the various European countries. It has been gathered in Janesville from all parts of the State. From fifty to one hundred hands will have two months' work before it is ready for its first step in the long journey.

Darke County Tobacco Damaged

Dayton, O.

Because of the activity of black fleas the Darke County tobacco crop will be very much shortened this year. Darke County supplies largely to the packing plants and cigar factories of Dayton. Dealers and farmers say the 1916 crop will be no more than two-thirds normal. Black flea and considerable rain, which caused the plants to rot, are responsible for the shortage this year.

An effective remedy to prevent the insects destroying the plants is said to consist of nitrate of soda to be sprinkled over the plants as soon as the insects appear.

Canadian Tobacco Will Be Improved

With the approval of the Canadian government, Oliver J. Wilcox, member of Parliament for North Essex, will meet the executive committee of the Kent and Essex Tobacco Growers' Association at Windsor, to discuss plans for the improvement of tobacco grown in Canada.

At present, tobacco producers of the Dominion are not grading their produce, good and ordinary qualities being sold at one price. Manufacturers are willing to pay increased prices, it is said, if the growers will grade tobacco, as is done in the United States.

The variety raised in the two western Ontario counties is burley. More than 18,000,000 pounds of this class of tobacco was grown in the Dominion last year, Wilcox stated Saturday. With the co-operation of all farmers, who specialize in tobacco, it is planned to encourage growing of better grades and government assistance may be given.

TAMPA TIPS

Angel Cuesta Off on Two Months' Trip—Jorge Leon Still Remains in Havana—Sanchez y Haya Show Steady Increase

Tampa, Fla., July 10, 1916.

THUS far the output of cigars month by month has exceeded that of the same month in 1915. Figures show a total increase over the first six months of last year of more than 14,000,000 cigars. The manufacturers are satisfied with the steady increase, which means much for Tampa-made cigars.

F. Lozano has returned from New York and is now in Havana.

Jerome Regensburg, manager of the factory of E. Regensburg, has gone to New York for a visit.

Jerry Windmuller, of Salvador Sanchez y Ca., has left town for New York, where he will stop off en route to Chicago.

Angel L. Cuesta, Sr., has left on a two months' trip through the East.

Frank Diaz, of V. Guerra, Diaz & Company, has returned from a vacation spent at Indian Rocks, Fla., and is now in Havana.

Ernest Berger, of the Tampa-Cuba Cigar Company, is back in town after a visit to Havana, where he made some extensive purchases. He states that while the crop is short, the quality is good. Prices are naturally subject to a heavy advance.

Jorge Leon, of San Martin & Leon, is still in Havana. According to reports, Mr. Leon will remain for five or six weeks.

The factory of S. I. Davis & Company is expecting a visit from Fred Davis, who is reported en route from New York.

There is no let-up in the orders that are coming along for the Sanchez y Haya brand. Evidently when the smokers of that cigar go to the shore or the mountains they demand "Sanchez y Haya" with the same regularity as when in the city. Mr. Torres, the general manager, is highly pleased with the business that is coming in.

Another factory that is enjoying steady improvement over the same period last year is that of Salvador Rodriguez. The demand for "Charles the Great" keeps the force steadily at work. Mr. Rodriguez, Sr., is in the North prior to leaving for a Western trip.

Perfecto.

Western Classification Committee Gives In

The Tobacco Merchants' Association announces that the Western Classification Committee will place cigars under the same classification as cigarettes, on and after August 15, 1916, in regard to the use of fibre-board boxes. After that date the present requirements of strapping and sealing, or fastening with staples, or stitching with wire all openings of fibre-board boxes, will be abrogated.

The Tobacco Merchants' Association is now making an effort to secure a similar ruling from the Official Classification Committee.

The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, July 8, 1916.

THE sales during the past fortnight have swollen considerably through the big amount (8000 bales), taken out of the market by the Spanish Regie, and if we should deduct it, as in reality this sale was made some time previous, subject to examination by the buyers of the Regie, the remainder would show only moderate operations, during the past two weeks. There was more demand by American manufacturers, partly through the arrival of Tampa buyers, and partly through orders received by our commission merchants from their American customers.

Exporters for Europe are now handicapped by various circumstances, among which we may mention scarcity of tonnage, lack of more suitable goods of last year's crop, as well as that the new crop might be too high in prices to admit of larger operations, and finally, that there is some serious doubt expressed whether the British government might not construe the revoking of her order of the 23rd of last November, to mean that in future all tobacco shipped to the Netherlands should be considered as contraband of war, if it could be proven that the shipments could find their way to the enemy's countries. Nobody feels safe at the moment, and therefore there is no buying going on.

Vuelta Abajo colas and hojas de semilla, of this year's growth, are in strong demand by our cigarette manufacturers, and as the quantity harvested this year will not be sufficient to cover the demand, all the low grades of Remedios, as, for instance, the loose leaves of all grades, and even the third capaduras may be needed to supply the needs of the cigarette manufacturers. Under these circumstances prices for all such goods are extremely firmly held, and may reach unheard of figures during the course of the year.

Partido tobacco enjoys a very good demand, as the quality, texture, colors, and the burn have met with the satisfaction of the buyers, who have come here so far. Particularly also as the prices, while higher than last year, they are, however, not exaggerated in comparison with Vuelta Abajo and Remedios leaf.

All the good part of the Remedios crop in the Santa Clara province has been sold at the ruling high prices to the packers, and there remains only the less desirable part from the inferior districts, which is fetching more moderate figures, but which may serve only for the purpose of making loose leaves. The escogidas have only commenced to start up in good shape now.

Sales during the latter half of June totalled 17,020 bales, and which, divided, represented: Vuelta Abajo, 15,538; Partido, 444; and Remedios, 1038 bales.

Buyers were: Americans, 3478; exporters to Europe, 11,524; shippers to South America, 466; and our local cigarette manufacturers, 1552 bales.

Exports of leaf tobacco, from the port of Havana, during the past two weeks, ending with of 4th of July, totalled 23,679 bales, and which were distributed to the following countries, viz.: To all ports of the United States, 13,089 (in this quantity there are included about half the number of bales destined in transit for the Netherlands, but cleared here as being destined for the United States); to Canada, 594; to Spain, 649; to the Netherlands direct from here, or rather via New Orleans, 8417; to the Canary Islands, 20; to the Argentine Republic, 826; to Uruguay, 60; and to Chile, 24 bales.

Receipts of Leaf Tobacco From the Country

For the two weeks ending June 30, 1916.		Since Jan. 1, 1916.	
Vuelta Abajo	5,419 bales		43,122 bales
Semi Vuelta	329 "		2,910 "
Partido	560 "		1,248 "
Remedios	442 "		18,354 "
Oriente	96 "		2,902 "
Total	6,846 "	Total	68,536 "

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Jose M. Diaz, president of the Preferred Havana Tobacco Company; and Max Schwarz, of Max Schwarz.

From Tampa: Moises Bustillo, of M. Bustillo & Company; Phillip Verplanck, of P. Verplanck & Company; Emil Berger, the secretary of the Tampa-Cuba Cigar Company; Manuel B. Pendas, of Y. Pendas & Alvarez; Val M. Antuono, of Val M. Antuono; T. O. Morgan, of the Morgan Cigar Company; and Bernabe Diaz, of F. Lozano Son & Company.

From Key West: A. W. Arnold, president of the Mi Favorita Cigar Company.

From Chicago: Nathan Elson, of Grommes & Elson; and Mike Friedman, of M. Friedman & Company.

From San Augustine, Fla.: Augustin Solla, of Augustin Solla.

Departures—To Tampa: Matt W. Berriman, Jose Cosio, Manuel Corral, Jose Escalante, Jaime Pendas, Moises Bustillo, Phillip Verplanck, Jose M. Diaz, Manuel B. Pendas, Val M. Antuono, and Manuel Garcia.

To Key West: A. W. Arnold.

Returned—Hilario Muniz, of Muniz Hermanos, Norbert Cueva, of Garcia & Company, and of F. Miranda & Company, of New York; and Rene Berndes, of J. F. Berndes & Company.

Cigars

The overshadowing event has been the lifting of the embargo upon the exports of our cigars to Great Britain, and while the restriction still calls for only one-third of the quantity exported from here, in the calendar year 1915, nevertheless it has given new courage to our manufacturers, who were almost on the point of desperation. As we are in the dull season of the year, when orders are very scarce, it will help our manufacturers materially to bridge over.

Romeo y Julieta, H. Upmann, Partagas, Punch, Por Larranaga, and Sol and Devesa de Murias are going to seat all more cigarmakers, in order to execute their orders for Great Britain.

Leaf Tobacco

Ernest Ellinger, of the firm of Ernest Ellinger & Company, New York and Havana, had been expected to arrive here, accompanied by Fred Davis, of Sam I. Davis & Company, of Tampa and New York, about July 4th, but the firm here received a cable informing it that their visit would be postponed for a short time.

Tomas Benitez is the successor of Ignacio Ganzalez, and has taken charge of the same warehouse, 15 Monte Street, with all the former help of the old firm of Gonzalez & Benitez, including all of their faithful and trusted country buyers.

Leslie Pantin is heading the list of our big buyers again with 3065 bales of all kinds of leaf tobacco, for account of his customers, during the past fortnight.

Jose Menendez has closed out all his holdings of leaf, during the last two weeks, there remain only a few vegas on consignment for sale, until the new crop should begin to arrive from his escogidas.

Mark A. Pollack was a buyer for account of his clients of 1571 bales of leaf tobacco, in the past fortnight.

I. Kaffenburgh & Sons sold 1000 bales of Remedios, mostly second capaduras, to their customers.

Shippers above 200 bales of leaf tobacco, during the past fortnight, were: J. F. Berndes & Company, 4501 bales; Walter Sutter & Company, 4240 bales; Mark A. Pollack, 3651 bales; Virgilio Suarez, 1532 bales; Cuban Land and Leaf Tobacco Company, 854 bales; Sobrinos de A. Gonzalez, 664 bales; Leslie Pantin, 562 bales; Perez, Capin & Company, 527 bales; Manuel Suarez, 512 bales; J. Bernheim & Son, 469 bales; Hijos de Diego Montero, 436 bales; Ernest Ellinger & Company, 427 bales; Havana Tobacco Export Company, 837 bales; Menendez & Company, 380 bales; Jose Suarez & Company, 353 bales; G. Arrostegui, 314 bales; Bridat & Company, 225 bales; Maximilian Stern, 201 bales.

Oretaniv.

Receiver Appointed for New York Cigar Dealer

Following a petition in bankruptcy, Judge Hand has appointed John L. Lyttle receiver for Harry Bremmer, a cigar dealer, at 124 Liberty Street. The petition was filed by the following creditors: Carlos Garcia & Brother, $209; David M. Baum, $227; Berriman Brothers, $71. The liabilities are placed at $3000, and assets of $500.

Former Ball Player Buys Mansfield Cigar Store

Harry M. Schlegel, formerly third baseman for the Mansfield Tigers, and more recently employed in the cigar store of Stecker Brothers, Mansfield, O., has recently purchased the cigar store of G. H. and H. D. Lowrey, on North Main Street, that city.

Importation of Tobacco Into Great Britain

A license has been granted to the British-American Tobacco Company to import American tobacco during the year commencing June 1, to the extent of four times the quantity of such manufactured tobacco (plus 10 per cent. for loss in weight) that was exported from the United Kingdom by this company during the three months ending March 31, 1916. A condition of the license is that leaf tobacco shall be imported in neutral ships not usually trading with United Kingdom and that cargo space not usuable for tobacco shall be at the disposal of the British Government for carrying munitions or other goods at current rates. A further condition is that any manufacturer of tobacco for export may obtain similar license on furnishing to the Department of Import Restrictions prior to July 15 a statement showing the quantity of tobacco imported by the applicant during the quarter ending March 31, and, license having been issued, the tobacco must be carried in ships provided by the British-American Tobacco Company at the rate paid by the company for transporting its own tobacco, namely $3.50 per 100 pounds (in hogsheads) and $4 per 100 pounds (in tierces). These licenses are distinct from license granted importers for the importation of one-third of quantity imported during 1915. The British-American Tobacco Company will make arrangements as far as possible to accommodate the goods of other manufacturers on reasonable notice in London or Terminal Shipping Company, Baltimore.

A. T. Co. Opens Premium Station in Columbus, Ga.

According to an announcement just made, Columbus, Georgia, is to have a most complete premium department, which will be owned and operated by branch offices of the American Tobacco Company of New York.

The station will be located in the building with the Solomon Company, and will carry a full line of premiums, which will be exchanged for cigarette coupons of the American Tobacco Company. There are only three of these stations in the South, it was stated, and Columbus is to be one of the possessors of this concern's departments. Everything that is carried by the main office in New York, except the heavy furniture and other such premiums, will be handled by the Columbus premium station.

According to information the station will be opened July 15 by special representatives of the American Tobacco Company in the persons of Messrs. Bowden and Heritage, of New York City.

Western Retailers Plan Convention

Seattle or Spokane are the cities which are in a contest for the convention of the Western Association of Retail Cigar Dealers which is proposed for this year, with Seattle in the lead for the honors. Arrangements will probably be made in the course of the next trip of Secretary N. E. Nelson, secretary of the organization. Mr. Nelson will confer with members relative to the proposed California anti-coupon law. He will also visit the affiliated California associations.

Lynchburg Tobacco Market Closed

The Lynchburg, Va., tobacco market closed July 1st, for the season, and sales will not be resumed until September 1st. The sales of the past year amounted to 12,664,300 pounds, an increase over the previous year of 343,400 pounds. The quality of the tobacco was hardly up to standard, but the demand was good all through the year, and the prices were considered fairly satisfactory. A large crop has been planted, and all reports are that so far it is doing well, although in a few localities heavy rain has made it difficult to keep the grass down.

Deaths in the Trade

James F. Hammell

James F. Hammell, a former member of the Hammell Cigar Company, and for the past few years deputy labor commissioner of Hancock, Mich., with headquarters in Lansing, died recently as a result of dropsy. He was well known in that section of the country, having traveled it in the interests of the cigar company with which he was formerly connected.

Henry Winters

Henry Winters, a prominent resident and business man of Dayton, Ohio, died recently at his home in that city, after a year's illness. Dropsy and heart trouble caused his death. Mr. Winters, who was fifty-nine years old, was born in Newark, N. J., but came to Dayton at an early age. He engaged in the cigar manufacturing business until 1913. He was well known in the trade in many of the surrounding States.

The deceased was prominent in fraternal circles, being a member of the Elks, Knights of Pythias, and a Thirty-second Degree Mason. He is survived by a wife and one daughter.

Gottlieb Lenz

Gottlieb Lenz, a Civil War and retired cigar manufacturer, died recently at his home, 723 Halsey Street, Brooklyn, aged seventy-two years.

The deceased came to this country from Germany when a boy. When the Civil War came he enlisted in a volunteer regiment and fought in fifteen battles. At one time he was active in Republican politics. He was a member of the G. A. R. and belonged to several fraternal orders. Three daughters survive.

Benjamin W. Thornburg

As he was entering the grandstand of the baseball park at Cedar Rapids, Ia., Benjamin W. Thornburg, proprietor of two of Cedar Rapids' cigar stores, dropped dead from heart disease. He had been affected with the disease for some time.

Mr. Thornburg formerly resided in Minneapolis, where he was in the cigar and tobacco business for ten years.

The deceased is survived by a wife.

Michael H. Barlow

Michael H. Barlow, a wholesale tobacconist of Leavenworth, Kan., died recently after a long illness, at the age of thirty-seven years. He first opened a cigar stand in the National Hotel, and as the business grew he opened a wholesale establishment. He carried a number of special brands for the army officers. A brother and one sister as well as his parents, survive him.

Magnus D. Alexander

Magnus D. Alexander, one of the founders of Alexander Brothers, leaf tobacco dealers in Pearl Street for many years, died recently at the home of his daughter in East Sixty-eighth Street, aged eighty-four years.

Mr. Alexander was born in Germany, and came here as a boy. He contributed to many charities. Two sons and three daughters survive him.

George Graf

George Graf, a former resident of Brooklyn, and for many years proprietor of a cigar store on Broadway, near Canal Street, Manhattan, died recently at his home in Briarcliff Manor, N. Y. The deceased was sixty-three years old and is survived by one son and one daughter.

Trade Jottings

P. A. Wysard, vice-president of the Havana-American Tobacco Company, was a recent visitor in Atlanta, Ga.

J. H. Thayer has recently purchased the cigar store of Thomas E. O'Loughlin, in Athol, Mass.

A certificate of incorporation has recently been filed by the Sterling Tobacco Company, of Scranton. It has an authorized capital of $30,000. Julius Segal, of Scranton, Pa., is named as treasurer.

Thomas J. Riordan, well known in North Adams, Mass., has recently opened a wholesale and retail cigar store at 238 Main Street, Greenfield, Mass.

Cauley's cigar store, on Federal Street, Boston, recently had a dandy window trim on the "Herbert Tareyton" cigarettes.

John W. Merriam recently called on the trade in Minneapolis, with results of mutual advantage.

While en route to the Tampa factory, E. J. Stachelberg, of the Jose Lovera Company, paid a visit to the trade in Cincinnati.

C. B. Perkins & Company, of Boston, have recently taken on the "Ignacia Haya" brand. The brand has been a winner wherever placed.

The William Steinmeyer Company, of Milwaukee, has recently added the "La Muna" cigar to their line. The brand is manufactured by Gans Brothers.

The Max Roth Cigar Company, of Los Angeles, reports excellent results on the "King's Court" brand, which is manufactured by Pedro Castro & Company.

Grommes & Elson, the Chicago cigar manufacturers, have recently incorporated, with a capital of $120,000. The firm name is retained in the incorporation.

Charles L. Stopler, who looks after the interests of the Park & Tilford brands on the Pacific slope, called on the trade in Seattle recently.

"El Dallo" cigars are doing fine in Detroit, where their distribution is handled by Charles Gauss. The brand is well placed and a steady stream of orders is proving the duplicating qualities of the cigar.

"Arcadia Mixture" has been a feature of the recent window displays of the Albert Breitung chain of stores in Chicago.

The Baer-Wolf Company, of Cleveland, distributors of the famous "Admiration" brand, report that the sales are coming along in a most satisfactory manner.

"Cuesta-Rey" cigars formed an important window display for William Boucher & Sons, Baltimore, during the Elks' week.

"Unis" cigarettes, made by Philip Morris & Company, were the subject of a recent window display by Sig Sichel & Company, Portland, Ore.

Heard on Broadway

F. H. Hoisington, of the Cayey-Caguas Tobacco Company, is spending a vacation in Maine.

"Alexander Humboldt" cigars occupy a prominent place in many of the better class stores.

Leslie Pantin, who has recently arrived in New York, has been calling on his many friends in Water Street.

Vincent Planco, of Ruy Suarez & Company, is off for Cuba, where he expects to purchase leaf for the factory.

Edward Bagner, a dealer in leaf tobacco, at 1830 Lexington Avenue, has made an assignment to Jacob Clark.

An extensive window display campaign is being prepared on "Garcia Grande" cigars by J. Klorfein, the manufacturer.

R. E. Christie, of the American Cigar Company, is expected in town in a few days following a trip to the New England States.

G. R. Wilson, the genial advertising manager of Wm. Demuth & Company, is back at his desk after a vacation in Northern New York.

Jerome Regensburg is now visiting in New York. Mr. Regensburg is located in Tampa, where he is manager of the factory of E. Regensburg & Son.

A. Determann, of the Manila Commercial Company, reports his brands in strong demand. He has been calling on his friends in the New York City trade recently.

C. W. Boom, of the Cien Porciento Company, manufacturers of the well-known "Centrosa" and other brands, will start on a business trip through New York State next week.

J. M. Gans, of Gans Brothers, manufacturers of the popular "La Muna" cigar, has returned to the factory after a trip through the West, where he found conditions favorable.

Sidney J. Freeman is back in town after a successful trip through Pennsylvania. He states that business on the Manila brands of the La Flor de Intal factory is very satisfactory.

"Sanchez y Haya" cigars are making a good showing in New England States, according to Harry Moulsdale, general representative of the factory, who is returning to New York City.

Promotion for E. G. Weymouth

THE Liggett & Meyers Tobacco Company announces that E. G. Weymouth succeeds to the position of head of the cigarette department of that company, following the death of August Klein.

Mr. Weymouth was formerly with the old American Tobacco Company, as was Mr. Klein. Following the dissolution, both joined Liggett & Myers. Mr. Klein became general manager of the cigarette department, and Mr. Weymouth became assistant. During the long illness of Mr. Klein, Mr. Weymouth had charge of the cigarette department. His ability as a cigarette expert soon caused him to be looked upon as the successor of Mr. Klein. Mr. Weymouth has now been appointed general manager of the cigarette department.

Emil Bondy Left $100,000 to Columbia University

The recently filed appraisal of the estate of Emil C. Bondy, of the cigar manufacturing firm of Bondy & Lederer, who died in February, 1915, shows a total of $1,774,662.

Under the will, Columbia University receives $100,000, while employees of Bondy & Lederer and relatives receive generous bequests.

A sister, H. Sally Bondy Lowinger, received $326,479, a life estate in $250,000, and one-third interest in the residuary. Louis C. Bondy, a brother, received $294,195, a life estate in $125,000, and one-third of the residuary. Richard C. Bondy, another brother, received a bequest of $50,000 in cash, and a temporary life estate in one-third of the residuary.

Tobacco Merchants' Association Gains Point for Retailers

The Tobacco Merchants' Association announces that they have completed arrangements with the Western Union Telegraph Company for the retail members of the association, whereby they will wire orders for cigars, cigarettes or tobaccos, together with shipping directions, and transmit the purchase price without any cost other than the usual charge for the transmission of money.

This is intended principally for the accommodation of those who may be out of town for their vacations, or otherwise, and who may run short of their accustomed brands of cigars, cigarettes or tobacco, so that they might secure same quickly through the service of the Western Union Telegraph Company, who will wire the order, with shipping directions, and transmit the purchase price, as already stated.

Members of the Tobacco Merchants' Association will be furnished appropriate signs, announcing this proposition, without any cost, upon application.

Members may, however, make their own signs, but in such case, it is suggested that they submit a copy to the Tobacco Merchants' Association, in order to make sure that the proposition is correctly stated.

Improvements in the Culture of Tobacco

An Address Before the Tobacco Merchants' Association by Dr. W. W. Garner

THE tobacco industry is very complex and is highly specialized. This applies throughout the various operations of growing, handling and manufacturing. The development and spread of the industry are ultimately associated with the history of the Colonies and the growth and development of our nation. Nevertheless, there can be no doubt but that soil and climate are controlling factors in the present distribution of the tobacco-growing centers. The tobacco plant will grow almost anywhere where other plants grow, but no two localities produce exactly the same properties in the leaf. The remarkable effects of soil and climate on the properties of the tobacco leaf are illustrated by the famous tobaccos of the West Indies, the East Indies and Turkey, and by our many domestic types. We sometimes see two distinct types of tobacco growing on the same farm—for example, the Bright Flue-Cured and the Dark Fire-Cured types—showing the wonderful effect of differences in soil. Again, we see the marked effects of weather conditions in the differences in body, texture, burning qualities, and other properties of the crops of different years when grown on the same soil. We know, too, that we can modify the properties of the soil through the use of fertilizers and special cultural methods and by the use of specialized methods of curing and handling. It would lead too far to take up at this time the discoveries and improvements in the use of fertilizers for tobacco and in cultural methods. Attention should be called, however, to three important field diseases of tobacco which we are endeavoring to bring under control.

Tobacco root rot is a serious disease both in the seed bed and in the field in many sections. It is believed that a conservative estimate of the damage to the tobacco crop of 1915 from this disease would be $5,000,000 to $10,000,000. This disease is prevalent in nearly all of our cigar tobacco districts, in the Burley section and in several other producing centers. We have found in steam-sterilization an effective remedy for the trouble in the seed bed, and it is believed that it can be largely controlled in the field by obtaining strains of our standard varieties which are able to resist the disease. A second malady of importance in some sections is a leaf spot disease often spoken of as "frog eye." It has been found that the use of potash in proper amounts in the fertilizer is a valuable remedy for this disease. Finally, there is the Mosaic disease which occurs nearly everywhere where tobacco is grown and is known by many names, such as "Calico," "Mongrel," "Foxy Tobacco," "Frenching," and "Walloon." We have recently learned a good deal about the disease, and it has been found that it is disseminated largely by certain insects, especially aphides, or plant lice.

Reference may be made, in passing, to a method we have devised for saving the seed of desirable plants so as to prevent mixing with undesirable types, which consists simply in covering the seed head with a paper bag and mention may be made, also, of an apparatus we have devised for separating the plump, well-developed seed from the faulty and chaff in preparation for planting.

Next, I wish to touch on the subject of tobacco curing. We have studied this subject pretty thoroughly in its various phases during the past few years, and in a very few words it may be said that proper curing takes place only under certain definite conditions of temperature and moisture. It is important to realize that it makes no difference whether these ideal conditions prevail naturally or through artificial means. For example, let us suppose warm days with a temperature of 80 degrees to 90 degrees are best for air curing. Now, if cool weather comes on and artificial heat is used to raise the temperature up to 80 degrees or 90 degrees the results will be exactly the same as when the warm days prevail, provided other conditions, especially the moisture relations, are not disturbed. In the same way, excessive humidity in the barn may be reduced to the right point by artificial means and the results will be the same as when these ideal conditions prevail naturally. The only danger in supplementing air-curing with artificial means is in going too far when correcting unfavorable natural conditions. The two most highly developed methods of curing are the air-curing of cigar leaf and the flue-curing of Virginia bright leaf. Both of these methods as ordinarily applied, are defective, however, as will be brought out more clearly in some pictures to be shown presently. We have demonstrated that satisfactory curing is assured only when the conditions are definitely controlled and neither of these methods in their present form satisfactorily control both temperature and humidity.

The next subject is one of interest in nearly all branches of the industry, except, perhaps, as to chewing tobacco; namely, the burning qualities of the leaf. The chief material forming the frame work of the leaf, and, therefore, the basis of the actively burning material, is essentially the same as the substance familiar to all in such forms as paper and cotton fibre. There are other constituents of the leaf, such as the gummy or resinous substances which interfere with the burn. There are, also, certain mineral elements which injure the burn, chief of which is chlorine. On the other hand, there are certain mineral constituents which are absolutely essential for good burning qualities. The most important of these are potash and lime. Potash is the constituent that gives to the leaf its property of holding fire. The character of the ash also depends chiefly on the proportions of potash and lime present. Potash not only causes the tobacco to hold fire, but it tends to give a firm ash which holds together well. An excess of potash, however, is likely to darken the color of the ash. Lime, on the other hand, tends to give a very white ash, but one which is apt to split apart and to be very flaky. As many of you know, the grain and texture of the leaf are important factors and an open grain leaf usually burns much better than a denser, so-called close-grain leaf. For best results as to burning qualities, therefore, the leaf should have an open-grain so as to allow the air to penetrate the tissue more freely; there should not be too much gum present, and the leaf must contain potash and lime in proper proportion but not much chlorine. The texture and the grain development depend largely on soil and weather conditions during the growth of the crop and the conditions in the cure. Broadly speaking, an open, mellow soil with a liberal supply of plant food and a well-distributed rainfall usually give an open-texture leaf, while a close, compact soil, deficiency of plant food and drought generally result in a stunted and close-texture leaf. Too much dry weather is likely to give excessive gum and thorough sweating and prolonged aging seem to be the best means of eliminating this excess. Fertilizers or soils rich in chlorine are to be avoided, while potash must be supplied liberally to the plant, also lime, when needed. Because of bad weather conditions or the failure of the growers to meet these requirements, the manufacturer is often confronted with tobacco of poor burn. Under these conditions we have demonstrated that the burn can be greatly improved by adding to the leaf appropriate compounds of potash and lime. We have not attempted, however, to work out the details of applying these materials in such way as to cause them to be evenly distributed in the leaf tissue without in any way affecting the color, the aroma, or other properties, although there is every reason to believe this can be done in many cases.

The last topic which I wish to mention is black rot, which causes every year a heavy loss to cigar leaf packers. The immediate cause of black rot is too much moisture. All tobacco will rot when an excess of moisture is present, but it is well known that some tobaccos will safely stand much larger quantities of water than others. It is a matter of experience with packers that certain crops when packed with what appears to be the right amount of moisture come out of the sweat badly damaged. The reason why some crops are so troublesome in this respect has not been determined. The fact remains, however, that there is for each crop a certain maximum of moisture which is safe while any excess over this is almost certain to give trouble. Bulk sweating is one effective safeguard against black rot, but this method appears to be objectionable to many, and we hope in the near future to perfect a new process for eliminating the trouble. I wish at this time merely to call the attention of cigar leaf packers to a general law regarding the packing of tobacco which has long been recognized by handlers of all other types of leaf. This law is that, in general, no tobacco coming direct from the curing barn and packed in winter order can be relied upon to keep in sound condition. Hence, the almost universal practice of the so-called reordering or redrying process either natural or artificial, before the leaf is finally packed in handling all manufacturing and export types. The above law applies to cigar tobaccos as well as to other types, and it is not likely that black rot will ever be eliminated until this principle is taken into account.

New Markets for Brazilian Tobacco

The Brazilian tobacco, which is an excellent product and which would doubtless be susceptible of becoming a great source of national revenue if scientifically cultivated, has in the past found its chief market at home, and with Hamburg buyers largely for re-export. Germany, which in past years has bought an average of always more than five-sixths of the entire Brazilian exportation, is credited in the statistics of 1915 with purchases amounting to only $99 worth. The shipments to France, Argentina, Netherlands, and the United States, however, kept the total quantity of export in this article practically the same as in 1914, while the value shows a decrease.

Porto Rican Tobacco Crop Less Than Estimate

According to official estimates the Porto Rican tobacco crop will fall far short of the estimate made during the growing season, and as a consequence the highest tobacco prices in ten years are now prevailing. The present crop will amount to approximately 12,000,000 pounds instead of 18,000,000 or $20,000,000, as previously expected.

Prices for sun-grown tobacco range about 30 cents a pound, as compared with 20 cents last year, and about 15 cents for the crop of two years ago. As a result of present prices tobacco men estimate that this year's crop will bring between $3,000,000 and $4,000,000 more than last year. The United States purchased in 1915 7,000,000 pounds of Porto Rican leaf tobacco, valued at $3,000,000, and 170,000,000 cigars, valued at $6,000,000.

Important Request

Our Information Bureau is constantly in receipt of requests for information as to the sources of supply of various brands of cigars, cigarettes, tobacco, plug, snuff, etc.

In order that we may be able to supply such information, we respectfully ask all manufacturers, as well as jobbers or agents controlling private brands, to send us complete lists of their respective brands and prices, and also to mail us from time to time, their supplementary or amended lists.

Our Information Bureau is not only a benefit to those looking for such information, but it may indeed be of untold advantage to manufacturers, jobbers or agents whose brands are looked for by such inquirers.

Moreover, this Association is endeavoring to establish an efficient Information Bureau for the benefit of the entire industry, for non-members as well as for members, and we ask for the co-operation of every tobacco man to help build up such a bureau by filing with us a complete list of their brands and prices, for which we make no charge.

Tobacco Merchants' Association of the United States

5 Beekman Street, New York City.

Best Quality **Best Known**

EDEN

The Cigar Without a Peer

Calixto Lopez y Cia
Habana

New York Office— 257 Fourth Ave.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

MERCHANTS' TOBACCO COMPANY,
171 Clymer Street, Brooklyn, N. Y.
Merchants' Tobacco Company, buyers of cuttings, at 12½c. per pound; scraps, at 6c. per pound; siftings, at 2½c. per pound. Any quantity. Don't write, but ship promptly. Factory No. 68, First District, New York.

For Sale.

A REAL CHANCE FOR A WORKING FACTORY
FOR SALE—The owners of a long-established high-grade cigar factory in First District of Pennsylvania, making five-cent and ten-cent brands with wide distribution, are desirous of selling same, owing to pressure of other interests. Will make a big sacrifice to responsible parties with sufficient capital to take hold of proposition. $20,000 needed. Triflers will receive no attention. Address in confidence, Box 26, "Tobacco World," 236 Chestnut Street, Philadelphia, Pa.

For Sale.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

Help Wanted.

WANTED—Superintendent for first-classs cigar factory. Must understand the business in all branches and be a first-class man. Give reference, experience and salary required, in confidence. Box 129, care of "Tobacco World."

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

WANTED—Cheap banded cigars. Address Box 123, "Tobacco World."

House Organ for Mazer Cigar Company Employes

The third issue of "Mazer's Monthly," a house organ issued for the employees of the Mazer Cigar Company, Detroit, Mich., has just come to hand. It contains notes of interest about the employees, jokes that will bring a smile, and, best of all, encouragement for better living, better work, and loyalty to the firm.

The pamphlet is sure to grow bigger and better and will doubtless make for better, more contented, and happier employees. There is a note of sympathy for those who have been ill, and a word of praise for those who deserve it. It shows the employees that the firm is not unmindful of their successes or misfortune.

New England Cigar and Tobacco Company Dissolved

The New England Cigar and Tobacco Company, with offices at 16 Bank Street, New London, Conn., has recently filed articles for the dissolution of the corporation. The business will be conducted in the future by Ludwig Mann, under the trade name of the New England Cigar and Tobacco Company.

Cedar Rapids Stand Changes Owners

A deal has recently been closed whereby the Dunning-Whitfield Cigar Company, of Cedar Rapids, Ia., took over the store of the Conway Cigar Company, located at 103 South Third Street, that city.

The new firm consists of W. O. Dunning and Harry J. Whitfield, both well known in Cedar Rapids.

At the opening of the store, nine-year-old Joseph Whitfield stood at the door clad in the kilts of "Little Bobbie" and passed out carnations to all customers.

Veteran Cigar Salesman Retires From Road

R. L. Stentz, for the past twelve years a cigar salesman for the Stentz & Bohe Cigar Company, of Ottumwa, Ia., has recently retired from the firm. His term of service as a salesman covers twenty-nine years, he having travelled for the old Morey & Myers Cigar Company for seventeen years previous to his connection with Stentz & Bohe. He will spend the summer months on the Little Bear ranch, at Snow Belt, Mont. Sounds mighty cool and comfortable when you read about it with the thermometer standing around ninety-five degrees in the shade.

Georgia Cigarette Bill

A bill has recently been introduced in the lower House of the Georgia Legislature tending to prohibit the sale of cigarettes in that State to persons under twenty-one years of age.

The Tobacco Merchants' Association has brought this to the attention of the tobacco people of Georgia, suggesting that they protest against the passage of such a measure. If a law must be passed in Georgia restricting the sale of cigarettes to minors, it is suggested that it should limit the age to sixteen years and not twenty-one.

Petition in Bankruptcy for E. M. Harris Company

The E. M. Harris Cigar Company, of Detroit, Mich., has filed a petition in bankruptcy. The Court has appointed Henry Wurzer receiver. Three cigar stores operated by the company are affected. The schedule shows liabilities of $17,569, and assets of $11,211.

Cigar Factory for Enid, Okla.

Fred Ardner, of Fort Wayne, Ind., has recently removed to Enid, Okla., where he will establish a cigar factory in the Anheuser Building. The leading brand will be called "The Ardner."

Richmond, Mo., Cigar Factory Changes Owners

Roger Milstead, of Richmond, Mo., has recently purchased the cigar factory of Odell & Warner, in that city, and has taken possession. William Paulson, of Orrick, will remain with the new proprietor. Mr. Milstead's previous experience leads his friends to believe that he will be entirely successful in the venture.

Durham to Have Another Big Tobacco Plant

Liggett & Myers Tobacco Company, with headquarters in St. Louis, Mo., have recently awarded a contract for the erection in Durham, N. C., of an additional plant to cost $100,000. The building will be used as a sweat house. The building will be three stories high, and will be erected at the corner of Fuller and Randolph Streets. It will be 295 feet long and 114 feet wide. The floors will be of reinforced concrete.

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

DOROTHY HANCOCK:—39,781. For cigars, cigarettes and tobacco. June 16, 1916. American Cigar Co., New York City.

ANN ELLIOTT:—39,782. For cigars, cigarettes and tobacco. June 16, 1916. American Cigar Co., New York City.

RAY-VAN-A:—39,783. For all tobacco products. June 14, 1916. Schwarzkopf & Rückert, New York City.

SOL:—39,784. For cigars. June 19, 1916. Behrens & Cia, Havana, Cuba. (Originally registered by Behrens & Cia, Havana, Cuba, December 12, 1898.)

R. I. M.:—39,785. For all tobacco products. June 19, 1916. S. Monday & Sons, Brooklyn, N. Y.

K. B. C.:—39,786. For all tobacco products. June 17, 1916. Kniaz Bros., Milwaukee, Wisc.

A. S. T. Co.:—39,787. For leaf tobacco, cigars, cheroots, cigarettes and manufactured tobacco. May 29, 1916. American Sumatra Tobacco Co., New York City.

NEWARK TERMINAL CIGAR:—39,788. For cigars. May 28, 1916. Harry Grossman, Newark, N. J.

HAVANA RITES:—39,789. For all tobacco products. June 20, 1916. The Moehle Lithographic Co., Brooklyn, N. Y.

AJAX:—39,790. For cigars, cigarettes, cheroots and tobacco. June 15, 1916. H. S. Loewenthal, New York City.

HELMUTH VON MOLTKE:—39,791. For cigars. June 19, 1916. American Cigar Co., New York City.

REMEMBER IT'S MONDAY'S:—39,792. For all tobacco products. June 19, 1916. S. Monday & Sons, Brooklyn, N. Y.

FORD HIGHWAY:—39,793. For cigars, cigarettes and cheroots. June 30, 1916. The Calvert Lithographing Co., Detroit, Mich.

KEY WESTERS:—39,794. For cigars. June 15, 1916. E. H. Gato Cigar Co., New York City.

ACORN:—39,795. For smoking tobacco and cigarettes. June 13, 1916. Falk Tobacco Co., New York City.

CAP AND GOWN:—39,798. For smoking tobacco, cigars and cigarettes. June 27, 1916. Standard Tobacco Co., Inc., New York City.

Final Decree Against Dissolution of American Can Co.

Judge John C. Rose, in the United States District Court, at Baltimore, Md., recently, signed a final decree in the Government's anti-trust suit against the American Can Company. He refused the motion of the Government to dissolve the company and also dismissed the defendant's motion for dismissal of the case.

Judge Rose stated that he would retain jurisdiction in the case and permit the Can Company to continue as it is unless by its actions it injured the public and made necessary a decree of dissolution.

"The denial of the Government's motion," says Judge Rose, "is without prejudice to the United States hereafter to show in this court by evidence of facts occurring at any time subsequent to the filing of the original petition in this cause, that the size and power of the defendant company are being used to the injury of the public, or that such size and power, without being intentionally so used, have given the defendant a domination or control over the can-selling industry, or over some portion of the industry so great as to make dissolution or other restraining decree expedient, and without prejudice to the right of the court to decree a dissolution of the defendant company or to grant the United States such relief as may be right and just. Jurisdiction will be retained by the court."

Excursion for Mazer Company's Employees

July 29th is the date set for the annual excursion of the employees of the Mazer Cigar Company, of Detroit, Mich. The party will board the steamer "City of Toledo" at 8.30 A. M. and will proceed to Sugar Island, where there will be dancing and sports. There will also be dancing on the boat.

Enters Cigar and Pipe Jobbing Field

James McAuliff, formerly of the cigar manufacturing firm of Kamer & McAuliff, of Clinton, Iowa, has recently closed out his manufacturing interests and will engage in the cigar and pipe jobbing business, with headquarters in Clinton. He will feature the "Villa Vista" cigar.

Compañía Litográfica De La Habana
Oficina Principal, San José No 23. Habana, Cuba
Manufacturers of
FINEST QUALITY IMPORTED
Cigar Box Labels, Bands and Trimmings
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GARRETT H. SMITH, 106 E. 19th St., New York
Sole Agent United States and Canada

Cork Tips Cork Bobbins
BOUCHER CORK & MACHINE COMPANY, Inc.
122-222 WEST 18TH STREET NEW YORK

A Fact
The Perfect Humidifying System in your Sweat Room, is a benefit not only to Domestic Leaf, but to Sumatra, Havana and Porto Rico. We invite you to visit our Demonstrating Plant.
Builders of Perfect Sweat Rooms
THE PERFECT HUMIDIFYING CO.
Succeeding ELMER H. HOPE CO. 237 N. 4th St., PHILADELPHIA, PA.

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)
Growers, Packers and Dealers in **Leaf Tobacco**
Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.
Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania
151 North 3d St., Philadelphia

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

A. Cohn & Company
Importers of Habana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra
142 Water Street, . . . New York

Established 1870 Factory No. 79
S. R. KOCHER
Manufacturer of Fine Havana and Domestic Cigars
and Packer of Leaf Tobacco
Leading brands—"Volitta," "Quaker," "Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"
Correspondence with wholesale and jobbing trade invited
Factory and Offices: WRIGHTSVILLE, PA.

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

JULIUS MARQUSEE, 141 Water Street, New York
Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3956 JOHN

Established 1890 Correspondence Solicited
KEYSTONE VARIETY WORKS
HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon
Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

CARDENAS y CIA Cable Address, "Nasdecar"
Almacen de Tabaco en Rama
SPECIALTY—VUELTA ABAJO AND ARTEMISA
124 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER
=Leaf Tobacco Merchant=
HAVANA, CUBA—Consulado 115
NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W
WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
WOODHAVEN AVENUE, GLENDALE, NEW YORK

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
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CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

J. K. LEAMAN
Packer of and Dealer in **Leaf Tobacco**
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-in-Hand, Lancaster Co., Pa.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Manana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 196 WATER STREET, NEW YORK

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Habana Office: Factory No. 1 Warehouse: New York Office:
SAN MIGUEL 138 CAVEY 175 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.
Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 13 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sawed CIGAR BOXES, Go to Established 1880
Keystone Cigar Box Co., Sellersville, Pa.
Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
MONROE D. SELLERS, SELLERSVILLE, PA.

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Michaelsen & Prasse
Commission Merchants
Leaf Tobacco & Cigars
18 Obrapia Street, Havana, Cuba
Address: Cable "UNICUM" P. O. Box 25

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877 NEW FACTORY 1904
H. W. HEFFENER & SON
Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA.

HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

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CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE
179 West Washington St., Chicago, Ill.

PHILADELPHIA OFFICE
322 Chestnut Street

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BEVOR, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1864
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS 90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY CIGAR BANDS SHOW CARDS FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

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These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. :-: No bogus Advertising admitted.

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HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE
179 West Washington St., Chicago, Ill.

PHILADELPHIA OFFICE
322 Chestnut Street

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
DEVON, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1864
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS 90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY — CIGAR BANDS — SHOW CARDS — FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. :-: No bogus Advertising admitted.

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WE GUARANTEE

Copenhagen Snuff

To Be

ABSOLUTELY PURE

WE guarantee Copenhagen Snuff is made from the whole leaf of Tennessee and Kentucky Tobacco—scrap (pieces of tobacco) is not used in it.

We guarantee the sweetening and seasoning and flavors and scent, in fact everything that is added to the tobacco or put on the tobacco, is pure and may be used freely in food under the United States Pure Food Laws.

OUR OFFER

THAT every user of Copenhagen Snuff can feel entirely safe and know that he is using a pure tobacco, we offer to any man (including our own employees) Five Thousand Dollars who will show our guarantee to be incorrect, or to any man who finds in Copenhagen Snuff as manufactured and shipped by us anything used in the tobacco or on the tobacco that may not be used freely in food products under the United States Pure Food Laws.

Weyman-Bruton Company

50 Union Square

New York

J. Peterson

PRESIDENT

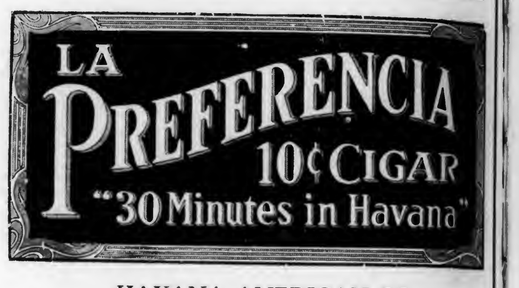
A Favorite with the BEST Cigar Stores Restaurants Hotels and Clubs

Manufacturers

PEDRO CASTRO & CO., Tampa, Fla.

New York Distributers

LOUIS G. SMITH & CO., 52 Beaver Street



HAVANA AMERICAN CO.

111 FIFTH AVENUE NEW YORK

The Man Who Smokes Them Says—

"It is the BEST CIGAR VALUE IN THE WORLD at 5c."

That is the reason the

John Ruskin

Cigar is one of the World's Biggest Sellers.

John Ruskin 5¢

THEY COULD BE SMALLER-BUT NOT BETTER

John Ruskin Cigars are handmade and the Havana tobacco used is the choicest grown. They're mild—Big and Fragrant,

Valuable Profit Sharing Voucher on the Band of Each John Ruskin Cigar.

I. LEWIS CIGAR MFG. COMPANY

NEWARK, N. J.

Largest Independent Cigar Factory in the World.

BOLD has consistently, year in and year out for the past eight years, increased its business, until today it stands out as the Nickel Cigar.

"Above All"

Above All means quality, workmanship, sales—yes; it means all that this phrase implies.

BOBROW BROS. - Phila.

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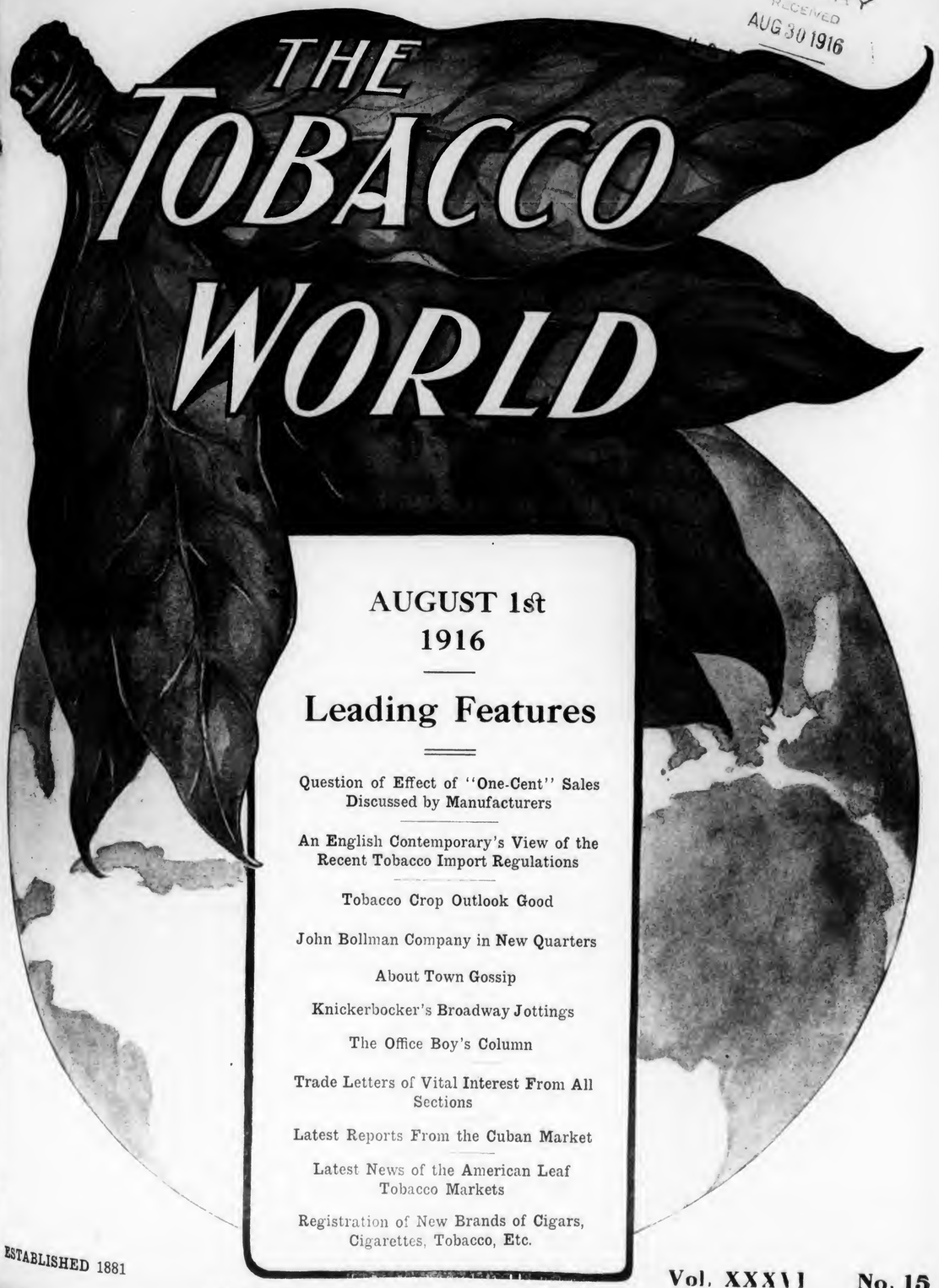


AUGUST 1st
1916

Leading Features

Question of Effect of "One-Cent" Sales Discussed by Manufacturers

An English Contemporary's View of the Recent Tobacco Import Regulations

Tobacco Crop Outlook Good

John Bollman Company in New Quarters

About Town Gossip

Knickerbocker's Broadway Jottings

The Office Boy's Column

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881

Vol. XXXVI No. 15

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. O. LOZANO J. M. LOZANO

TRADE MARK
Reg. U. S. Pat. Office

F. LOZANO, SON & CO.

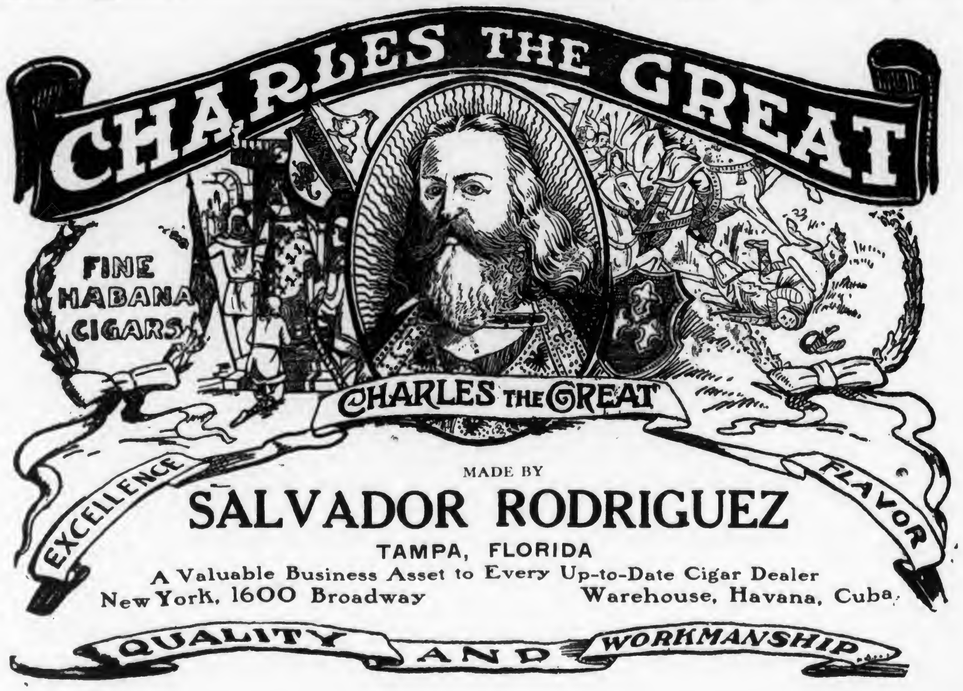
U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue



MADE BY

SALVADOR RODRIGUEZ

TAMPA, FLORIDA

A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba

By Special Appointment To the Late King Edward VII

Philip Morris

The World's Oldest Highgrade Turkish **Cigarettes** Plain End or Cork Tipped

"The Little Brown Box"

PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York

Londres Grandes

The Juan P. Portuondo

CIGAR MFG. CO.

PHILADELPHIA

MANILA CIGARS

As Mild and as Cool

as a breeze from the sea—Manila Cigars burn perfectly—They are all hand made, Spanish method—They have body and character—A high standard of quality is rigidly maintained under Government supervision and inspection.

Look for the Government Guarantee Stamp on Every Box

Darby & Joan Cigars

The VETERANO SIZE is the Finest All Habana Cigar ever made at **2 for 25c.** having that delicate Mildness and Fine Aroma Sought by Connoisseurs. Made only by

JOHN W. MERRIAM & CO.
101 Spring Street, New York
(MERRIAM CIGARS INC., SUCCESSOR)

For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. O. LOZANO J. M. LOZANO

TRADE MARK
Reg. U. S. Pat. Office

F. LOZANO, SON & CO.

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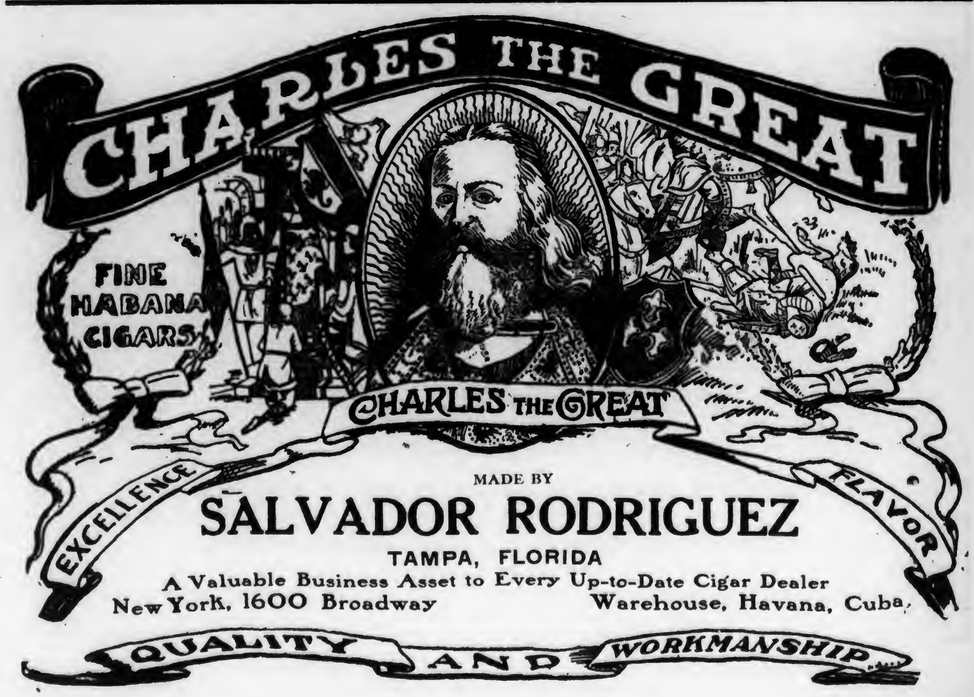

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For Gentlemen of Good Taste

San Felice

CIGARS

The Deisel-Wemmer Company

LIMA, O.

INTENTIONAL 2ND EXPOSURE

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street - New York

Board of Trade Bldg., Montreal, Canada

SOL HABANA

Behrens & Co.

Havana, Cuba

Estrella No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

MURAD

THE TURKISH CIGARETTE

15¢

TURKISH Tobacco is the WORLDS MOST FAMOUS Tobacco for CIGARETTES

"A RACE ain't *all* in gettin' started first", as the tarrypin said when he passed the rabbit on the road. The two years VELVET spends in gettin' started helps to make it a winner.

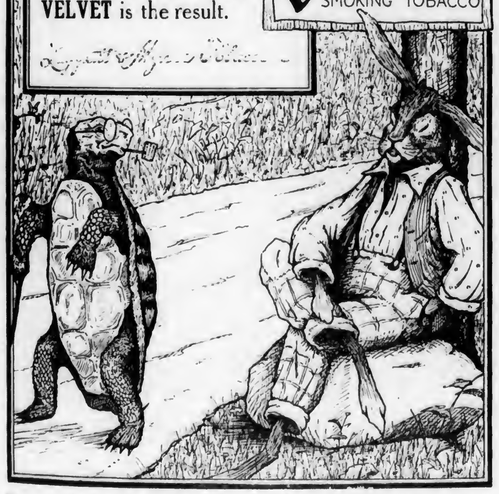
Velvet Joe

VELVET'S *two years* ageing is *important!*

It means the difference between "just tobacco" and **VELVET**—the smoothest Smoking Tobacco.

Nature does a lot in those two years. All harshness disappears, the flavor is improved, mellowness is brought out to the full—and **VELVET** is the result.

Velvet THE SMOOTHEST SMOKING TOBACCO



Reproduction of a VELVET SMOKING TOBACCO advertisement appearing in the National Magazines

Flor de **Jeitles**

CLEAR HAVANA CIGAR

5¢

JEITLES & BLUMENTHAL, Ltd.

PHILADELPHIA.

Fancy Cigar Boxes

made by

Henry H. Sheip Mfg. Co.

Columbia Ave. and 6th St.

PHILADELPHIA

REYES DE ESPANA

Clear Havana Cigars

Lopez Hermanos

Makers

New York Office: 250 Fourth Ave.

Factory: Tampa, Fla.

10 Profits for You in ONE Sale

It Will Pay You To Push The Larger Tuxedo Packages

Every time you sell a 90c Glass Humidor of Tuxedo it is equal to making *ten separate sales* of 10c Tuxedo Tins!

You get a tenfold result with the *same time* and *effort*.

You increase your sales, multiply your profit, and make sure your customer doesn't buy nine-tenths of that tobacco somewhere else. Isn't that worth while?

Start right in today to see how many requests for 10c Tuxedo Tins you can change to Tuxedo *Quantity sales*.

Just tell your customers how much *time* and *bother* the quantity package will *save them*, and the extra *enjoyment* and *satisfaction* they will get out of it. A big percentage of them will see the point, and there's no way you can increase your sales so *fast* and so *easy*.

Tuxedo

The Perfect Tobacco for Pipe and Cigarette

The *number* and *variety* of Tuxedo Quantity Packings and their *attractive appearance* will help you a whole lot. Display these Tuxedo packings prominently where your customers cannot fail to *see them*. If a man doesn't want the big 90c Tuxedo Glass Humidor or 80c Tin Humidor, then suggest the 50c or 40c Packings. You'll be pretty sure to land him with *one* of these 4 handsome Packings of this popular tobacco.

The Tuxedo 90c Glass Humidor
The Tuxedo 50c Glass Humidor
The Tuxedo 80c Tin Humidor
The Tuxedo 40c Tin Humidor

Go to it *now*, and keep right at it—it's paying others and it will pay *you*

THE AMERICAN TOBACCO COMPANY

Made at our Newark, N. J., Factories
ROCKY FORD
HAND MADE - NICKEL CIGAR
We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders
"FAMOUS" and "FLAG HEADS"
Write for full information
UNION AMERICAN CIGAR CO.
General Offices. PITTSBURGH, PA.

YEARS OF EXPERIENCE HAVE MADE
PUNCH
A Cigar with Hardly a Rival
MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba
AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

"LA MEGA" MADE IN BOND
HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP
V. Guerra, Diaz & Co., Tampa, Fla.

ESTABLISHED 1867
Y. Pendas & Alvarez
WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"
Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

BACHIAS
Havana Cigars
For Men of Means
Renowned for Uniformity
IDENTIFIED BY THE GREEN AND GOLD BAND
R. A. BACHIA & CO.
47 West Sixteenth St. New York

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

Graham Courtney
"MILD HAVANA BLEND"
They Lead the Leaders
26 SIZES
Acker, Merrall & Condit Company
135 West 42nd Street, New York

HAVANA CIGARS
ROMEO Y JULIETA
The Leader in all the World's Markets
U. S. Representative: Wm. T. Taylor, 93 Broad St., N. Y. City.

The Original and Genuine
Central Union
Smoking Tobacco in a New Cut
Packed in a Pocket-proof Package
1½ ounces—5 cents
United States Tobacco Co.
RICHMOND, VA.

The Exceptional Cigar

BUSTILLO BROS. & DIAZ, Inc.

GENERAL OFFICES

267 Fourth Avenue **New York City**

LIPSCHUTZ'S

44

CIGARS

"44" Cigar Co. Philadelphia

BAYUK BROTHERS

"HAVANA RIBBON"

FIVE CENT CIGAR

PHILADELPHIA

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control, and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

E. H. GATO CIGAR COMPANY

FOR FORTY YEARS THE STANDARD

By Which Clear Havana Cigars Are Judged

1871 GATO 1871

Write for Open Territory

Factory: Key West, Fla. New York Office: 203 W. Broadway

T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

DIAMOND JOE TRADE MARK CIGAR FACTORY ESTABLISHED 1850

Charles Denby

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE

H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

Stop! Look! Listen!

This is the psychological moment for you to begin to use domestic wrappers. The condition of the imported wrapper market is dangerous. If you don't look out you will work another year for nothing, or at a loss. $1.85 per pound duty; labor higher than ever; fillers and binders higher than ever; and imported wrappers dangerously high; these are facts that spell—NO PROFIT FOR YOU.

We have some fancy, light, fine quality

GEORGIA and FLORIDA Wrappers

that burn and taste as good as any imported wrapper. They will make money for you on every cigar that you sell.
Use Florida, Georgia and Connecticut Shadegrown.
The only way that will enable you to make money, is to please your customers. Which would you rather be, prejudiced or prosperous? It's up to you.

AMERICAN ALWAYS SUMATRA SELLS TOBACCO THE COMPANY CHOICEST

TOBACCO

142 Water Street, - New York.

Attractive Containers Make More Attractive Smokes

'Tis true a smoke must contain goodness and quality to enjoy a success, but the container has much to do with creating success.

HEEKIN CANS

firstly are lithographed with designs that are truly artistic and attention-compelling—thus aiding in an introduction between smoke and smoker. Secondly, the quality and workmanship successfully protect the flavor, aroma and freshness—thus aiding in the welding of a friendship between smoke and smoker.

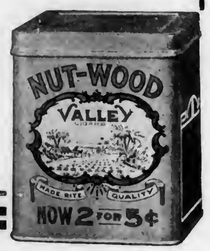
Heekin Cans are not stenciled—THEY'RE LITHOGRAPHED. Prompt service on all orders.

The HEEKIN CAN CO.

Culvert, Sixth and New Streets

CINCINNATI, O.

"Heekin Can Since 1901"



Smoked from Coast to Coast

"Flor de San Martin & Leon"
"Hoyo de Cuba"
"El Briche"

Genuine Clear Havana Brands
Made-in-Bond

¶ San Martin & Leon cigars are guaranteed to be long filler, hand made by the Spanish method, manufactured in Tampa, Fla., from tobacco imported from our own plantations in the famous Vuelta Abajo district in Cuba.

¶ The value of these brands to the jobber and dealer is demonstrated by their constantly increasing sales throughout the country.

San Martin & Leon
Tampa, Florida

Write for exclusive agency for the "Lord" Cigar

with a unique profit-sharing

proposition for the store-keeper

"Exceedingly Better"

HENRY'S CIGAR CO., Philadelphia, Pa.

Every crumb of FRAT Tobacco fully measures up to Patterson quality traditions.

10c quality—10c quantity—retails in the Patterson duo-paper package at

5c

Would cost double in tins.

Most jobbers are supplied.

Patterson Bros. Tobacco Co. Inc.

Original Pattersons of Richmond, Va.

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. / Capetown, South Africa } Calcutta, 10 Government Place / Alexandria, Rue Cherif Pacha } CAIRO, Head Office and Factory Hamburg, 18-20 Grosse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD — RICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVI. PHILADELPHIA AND NEW YORK, AUGUST 1, 1916. No. 15.

EFFECT OF LIGGETT "ONE CENT" SALES VIEWED BY MANUFACTURERS

Some Endorse Them as Good Business—Others See No Virtue in Them—If Sound May Spread to Other Lines—Effect on Branded Goods Discussed

PROBABLY no sales in the country have created such a furore as the "One-Cent Sales" of the Liggett-Riker-Hegeman chain of drug stores. The fact that branded goods are introduced in these sales has aroused the question of the effect of these sales on such products.

Of course the sales are used to introduce the private brands of the company, but the brands of other manufacturers are also used. The question of the effect of these sales on the product of the outside manufacturer of branded goods is discussed by Paul Findlay in a current issue of "Printers' Ink."

After reviewing the subject from all sides Mr. Findlay concludes that the idea merits the careful attention of everyone interested in general advertising. He points out that if the plan is not a sound one it will die a natural death; that if it is sound it will exert a great influence. Further it is not a patent of the drug trade and the establishment of the fact that such sales are sound business may cause their spread to other lines, and in that event every retailer in the country will be affected.

In these sales the smoker is taken care of with such offers as the following: "10-cent 'Tuxedo' tobacco, 2 for 11 cents," "10-cent 'Murat' cigars, 2 for 11 cents," "10-cent 'Stag' tobacco, 2 for 11 cents." "15-cent 'Lord Salisbury' cigarettes, 2 for 16 cents."

Now what was the result of these offers as far as tobacco products is concerned? In answer G. M.Gales, president of the Louis K. Liggett Company points to the following sales in forty stores during a three days' campaign:

"Over 100,000 packages of 'Stag' and 'Tuxedo' tobacco, over 500,000 of our own brand of cigars, over 3,000,000 'Lord Salisbury' cigarettes."

Mr. Findlay goes on to say that the investigation showed that in the last sales, including one hundred and forty-eight stores, sales increased from 2.9 to 6.6 more than normal. That means that the sales increased from nearly three to more than six and one-half times the normal amount.

"Printers' Ink" quotes Mr. Gales regarding the sales as follows:

"Fundamentally, the object is advertising," said Mr. Gales. "The sale is always a big advertisement. If we can advertise by a method which will get a lot of people into our stores to buy goods at prices which leave us some margin, so much the better—and we accomplish this with our sales. . . . The sale is also a splendid way for us to introduce our private and controlled brands—thousands of people try these goods for the first time during a sale, and become permanent consumers thereof afterwards. Again, we emphasize the locations of our stores. Finally, we impress the public with the great variety of goods we handle—so many things not usually associated in the public mind with drugs!"

When asked about the cut-price objection Mr. Gales replied:

(Continued on Page 28)

AN ENGLISH CONTEMPORARY'S VIEW OF THE NEW TOBACCO REGULATIONS.

Control of Licenses Will be Safeguard Against Their Improper Use—Those Who Did Not Import in 1915 Cannot Begin Now

THE recentliy published official regulations regarding the importation of tobacco into the United Kingdom have been commented upon by an English contemporary, "Tobacco", of London, as follows:

"The official regulations for the importation of tobacco between June 1st, 1916, and May 31st, 1917, have now been issued, and there is little in them with which our readers are not already familiar. The document leaves the power in the hands of the committee to withhold licenses, or to deal with them as regards the whole or part of the goods for which a license is asked. This tight control will be a safeguard against improper use of licenses, and will tell in favor of importers acting strictly in accordance with the other provisions of the regulations. The power to require any further information beyond that included in the return of importations in 1915 is also on the side of keeping matters in the proper grooves.

"Some light is found in the regulations as to the process by which the tobacco will filter through the hands of the importer into those of the manufacturer, when the latter is not himself also the importer. In substance, the regulations provide for the preferential supply of customers who have purchased from particular importers in 1915. If the importer's offer of similar types of the 1915 purchase is not accepted he may sell to others, with the reservation that he shall sell to those who are short of the particular types. The committee will receive any complaints as to price or as to the supplying to those who are really short of a certain type, and the committee will decide the matter in dispute.

"Now this is a general statement of what ought to occur, the position having once been made into a regulation that the importers still import, and that manufacturers who did not import in 1915 are not now to start with direct importation. The whole principle of the regulations is that you must have imported in 1915 or you will not be able to import now. It is too late to enter into the pros and cons. The matter was discussed fully in our columns long before the regulations were framed. Now the trade know that no fresh importers will be allowed, and that in their dealings with merchants who buy for reselling to them they will be under the benevolent protection of the committee.

"The work of the committee, as a judicial body, will be most important, because they will have to decide where two firms want the same tobacco which one shall have it. For if a small man is very short of tobacco and applies to a merchant who insists in selling the exact types the little man wants to a larger firm, who will pay a higher price, business interests may conflict with the meaning of the regulations. The committee will have to decide as to price in such a case, and will, moreover, have to say who shall have the tobacco. There will be, of course, keen competition for leaf, and just how the committee will step

(Continued on Page 18)

Cuba's Second Industry Far From Satisfactory

The result of the year's business in Cuba's second industry, that of tobacco, were far from satisfactory. The total exports of leaf and manufactured tobacco were valued at only $24,413,778, a decrease of $1,854,815 in leaf and $1,218,112 in manufactured tobacco. This slump, however, was not entirely attributable to the adverse effects of the war, as the excessive rains of the winter of 1915 wrought havoc with the crop in most sections, and the industry was already considerably depressed at the beginning of the war.

Not only the growers of tobacco suffered but the thousands of tobacco workers in the cities keenly felt the depression. But these adverse circumstances may serve to bring about a healthy readjustment in the economic affairs of the country. Many tobacco growers are now devoting their lands to cane and other food crops. The Department of Agriculture is making great effort to interest the farmers in the tobacco sections in the growing of fruits and vegetables and other food products so greatly in demand in the home market. A glance at the importation figures shows the necessity for this movement—food products of a total value of nearly $54,000,000 were imported in 1915, and of these probably not more than 50 per cent. consisted of products not easily grown at home. The necessity for these imports is, of course, brought about by the specialization in agriculture on sugar and tobacco. The high cost of living in Cuba is largely the result of such specialization, in the face of a high tariff on practically all imports.

In the case of land devoted to cane growing, crop diversification is, of course, not possible, as cane occupies the land the entire year, but in tobacco it is quite different, as only selected areas of land are devoted to the crop, and even this land is occupied in tobacco growing only less than half the year. Some farmers have succeeded in growing two crops in addition to tobacco on the same land in a given year. These cases, however, are exceptional. But, as stated, the Cuban Department of Agriculture is endeavoring to bring about a change in this system. The central agricultral experiment station and the district stations and schools are doing excellent work in this line. Experts are also engaged in demonstrating the use of modern machinery and agricultural methods direct to the farmers in some sections, more particularly in the tobacco districts of Western Cuba.—"Commerce Reports."

Dominican Republic's Tobacco Crop Small

In former years practically all tobacco exports passed through Puerto Plata, but owing to the condition of the railway connecting this port with the interior, about one-third of the total was shipped via Sanchez in 1915. In spite of the increase in exports the 1915 crop was the smallest in many years, amounting to about 75,000 seroons (115 pounds each), or less than half of a normal yield. The increased exports were due to shipments of the 1914 crop, which, owing to the European war and to internal difficulties, had been held in storage. Because of the shortness of the crop, prices advanced steadily throughout the year, and in view of the lack of transportation facilities, both rail and ocean, circumstances were not altogether to the disadvantage of the tobacco interests. The loss of the German market has been more or less compensated for by new relations with Holland and other European countries.

Shipment of Tobacco to Netherlands

All tobacco, except that from Dutch colonies, must now be consigned to the Netherlands Oversea Trust. The British Government formerly made an exception to the general rule regarding consignments for the Netherlands in the case of tobacco, which was not required to be consigned to the trust.

Cincinnati

Price of Cigarettes Boosted to Dealers—Sales Jump When Rotarians Come to Town—Angel L. Cuesta a Popular Visitor

Cincinnati, O., July 25, 1916.

WHILE the cigar manufacturers are talking about raising cigar prices the cigarette manufacturers have been busy and the result is an increase of ten cents a thousand on one of the big selling brands which retails at ten cents a package of twenty. The dealers do not see their way to pass the raise on to the consumer and they are not keen about standing it themselves as it is a fact that there is little enough profit in cigarettes anyway. While the advertising and demand keeps up, however, it is not likely to result in any of the dealers dropping the brand.

And speaking of cigarettes the "Fatima" brand is about as well advertised locally as any in a long time. Every local stand handling the brand is displaying the attractive poster.

The Rotarians brought about 5000 transients into the city and they helped the local sales considerably. The dealers for the most part had a noticeable increase in sales. And one of the most popular Rotarians was Angel L. Cuesta, Sr., who came to the Convention accompanied by his wife and daughter.

"Spanish Tips" are three for five cents smokes that are being introduced about town by the J. B. Moos Company. C. F. Roper, of Columbus, O., is the manufacturer and he has come to town to conduct a campaign on the brand.

Gerson J. Brown, president of the J. B. Moos Company, has returned to town from a visit to New York.

George W. Hill, vice-president of the American Tobacco Company, was a recent visitor who stated his optimism regarding the condition of the tobacco industry.

The sales force of Rohde & Company, of East Pearl Street, has been augmented by Julian Fishback who will cover the local territory and Central States for the jobbing department. He was formerly with S. Frieder & Son.

Charles Krohn, who has been spending a vacation at Powell, Wis., is back in town in fine fettel for fall business.

Henry Wemmer, of the Deisel-Wemmer Company, was a recent visitor with the Lima delegation to the Rotary Club Convention.

Boulevard Cigar Company is the name of the new stand recently opened at 123 East Sixth Street. It is conducted by Joseph Rey and I. Roth.

Itan.

Daly & McGuire to Act as "United" Agents in Johnstown

Arrangements have recently been made whereby Daly & McGuire, Johnstown cigar dealers, are to act as local agents for the United Cigar Stores Company. The formal opening has been set for August 5th.

The Daly & McGuire firm, composed of Christopher Daly and Frank McGuire was organized nearly seven years ago. After being engaged solely in the manufacturing of cigars for nearly a year, they branched out considerably and opened a cigar store. From time to time, the firm has branched out since then, adding first a billiard parlor and then a premium department to the establishment until it has become today one of the largest and most prominent cigar stores in the city.

No Working Agreement Among Big Companies

The improved earning position of the various tobacco companies has resulted in marked advances in the price of the shares of former subsidiaries of the tobacco combination. Since July 1st Liggett & Myers common and Lorillard Tobacco common have sold at record high figures. American Tobacco common has advanced twenty points above the quotation of June 30th, and more than thirty from the low of last year.

There are reports of further developments pending in the tobacco industry. Little can be secured in the way of information as yet although the directors of the parts of the old American Tobacco Company acknowledge that this should be a big year. Published reports of a combination, or working agreement, affecting the American Tobacco Company, United Cigar Stores and Tobacco Products are absolutely without foundation.

Cigarette sales in this country continue to show big gains over a year ago. Rapidly expanding business of the United Cigar Stores Company furnishes a good line on this. Other departments of tobacco manufacture are not far behind. Important interests are now taking sales of 22,000,000,000 cigarettes by the American companies this year as compared with about 18,000,000,000 in 1915.—"Wall Street Journal."

John Bollman Company in New Home

The John Bollman Company, San Francisco, Cal., widely known as manufacturers of tobaccos and cigarettes, removed recently from their old quarters, 331 Battery Street, to its new building at Fourth and Braman Streets. These quarters comprise one of the most complete and up-to-date tobacco factories in the country and the largest west of St. Louis.

Since 1907 the company has been located at its Battery Street address. It was at one time bought out by the American Tobacco Company, but upon the dissolution of that company came under the wing of the Liggett & Myers interests.

During the past several months it has been necessary to conduct the various departments in separate buildings, but in the new building all will be housed under one roof, including offices, warehouse, shipping department and factory.

The exterior design is along classic lines, giving dignity to the structure and taking it out of the ordinary factory class. The entire building is of reinforced concrete of the flat slab type. The windows afford ample light for manufacturing and office purposes. The interior walls are all lined with white glazed tile, adding to the light and ensuring absolute cleanliness.

Showers, wash rooms, rest rooms and kitchenettes are provided. The building is completely equipped with elevators, shoots, intercommunicating telephones, signal systems, etc. Semi-indirect lighting is provided and steam heat furnished, all to add to the comfort and efficiency of the employes. An automatic sprinkler system and fire-alarm system has been installed, reducing the insurance rate to a minimum.

A spur track on the property will afford direct facilities for shipping, which will be augmented by auto trucks, arranged in such a way that the raw material will enter one end of the building and come out a finished product at the other end, ready for distribution to the customer.

The corporation officers are: president, George W. Whitaker; vice-presidents, C. E. Pitts and R. D. Frisselle; secretary-treasurer, L. M. Gilliam, and auditor, R. F. Foote.

L. I. Paine has purchased the cigar business of J. R. Wilson, at Fontana, California.

Tobacco Crop Will Be Large

General Conditions Better Than Last Year—Cigar Leaf Area Increases 8.5 Per Cent.

THE tobacco crop of the United States in 1916 will be larger than that of last year according to all official Government data obtainable upon the planted area and the probable production, the estimate of which is based upon the condition of the growing crop, July 1st. The estimate of a yield of 1,191,326,000 pounds, compared with a final estimate of the 1915 crop at the same time of the season, of 1,060,587,000 pounds indicating an increase for the current season of 130,739,000 pounds, or about 12 per cent. The condition of the crop of July 1st, in practically every section of the country, was better than the same date last year, and the prospects as a whole are exceedingly good for the harvesting of a full crop.

The total area of cigar tobacco is 187,100 acres, compared with 172,400 acres in 1915, an increase of 8.5 per cent. Two districts, New York and Georgia and Florida show a falling off; New England has the same average as last year, and all other districts show an increase.

The chewing, smoking, snuff and export types show 1,192,800 acres, compared with 1,132,000 last year, an increase of 60,800 acres, or 5.3 per cent. The Old Bright, New Bright and Louisiana-Perique districts show decreased acreages, while each of the others has an increase. The decrease in the New Bright district was caused by a shortage of plants and dry weather at transplanting time. The decrease is in South Carolina. Eastern North Carolina has about the same acreage as last year.

In the Old Bright district plants were scarce and the weather dry during the early part of the planting season; conditions were favorable during the latter part of May and June and the crop was set later than usual. In all other districts dry weather caused no inconvenience at planting time.

In New York excessive rains and cool weather retarded plant growth and destroyed some fields after transplanting was accomplished. This in connection with a shortage of plants, caused the reduction in acreage. In the Louisiana-Perique district low prices and slow sales discouraged growers and the area is the smallest in recent years. In the other districts plants were plentiful, and, while in some instances excessive rains delayed transplanting for a few days, the crop was transplanted in good time. The stand as a rule is better than usual, but cultivation has been delayed in most districts by too much rain in June.

The Georgia and Florida crop is being harvested and gives promise of being one of the best ever grown in that district.

Throughout Kentucky the crop seems to be in better condition than last year, and there will probably be an increased yield in both the burley and dark sections of the State.

Making Sales of Manila Leaf

Horace R. Kelly & Company, sole representatives in the United States of the "Helios" Manila cigar, are doing some business with Manila leaf. Several eastern cigar manufacturers have made purchases with the idea of developing a permanent business with blended Manila leaf, if their first efforts prove successful.

New Cigar Factory for Stillwater, Minn.

The Michaelson Cigar Company has recently opened a factory in the Foster & Withrow Building, North Main Street, Stillwater, Minn. Mr. Michaelson removed to that city from River Falls, and brought several families with him. About a dozen hands will be employed at first.

IRREGULAR PAGINATION

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How much time is spent by a salesman in explaining the character of the goods he is selling and the facts about the company he represents? It is safe to assume that a very large proportion is used for educational work. One of the functions of a trade paper is to do this educational work. Trade paper advertising which really educates the reader saves the salesman's time and the firm's money. The most successful firms employ this method.

Salesmen's Time

As the mobilization of our troops proceeds, the generosity of the people of the United States becomes more and more evident. In every city and town from which troops have been moved the people are giving generously of luxuries and necessities for them.

Tobacco for Troops

Prominent in the list of gifts is tobacco. Cigars, cigarettes, smoking tobacco and pipes have been contributed in large quantities. Manufacturers, jobbers, dealers and consumers have all helped and are still helping. Committtees are being organized to maintain a steady supply of cigars and tobaccos for the soldiers while they remain at the front. The Great War is establishing precedent regarding the use of tobacco by soldiers and needs no comment.

In trouble and disaster the nations of the earth have always found America generous in her help and contributions. Throughout the war now raging abroad tobacco has been given freely by the people of this country. And now that our own soldiers are feeling in part the privations and restrictions of service it is not surprising that tobacco should head the list of contributions.

Effects of the Thrift Habit

Thrift is the foundation of character. The employee who learns to manage his personal affairs so that he may save some part of his earnings, will use, after the habit is once formed, the same care in saving his employer's time and material. As his savings account grows, he becomes interested in his town. The fact that he has a few dollars in the bank soon gives him a feeling of security, which in turn makes him a safe man. As his mind is on his work, the work improves, and accidents diminish.

Thus writes R. F. Corry in "American Industries" for July. The subject of thrift is one that is interesting employers in every line, and the tobacco industry is no exception. Mr. Corry says further:

"The man with a bank account is able to stay with a concern during a period of depression, or when the shop has a dull season and is working only part time. According to statistics, 98 per cent. of wage earners spend every cent they make between pay days. As soon as they have sickness or slack time they cannot pay their bills, and as soon as they use up what little credit they have many jump to a new town, often just when the tide turns and the shop is getting busy. The argument is that they owe so much money it will take all their wages for some time to come to pay old bills. It is to steady this class of labor that saving should be made easy. If an employer, by the expenditure of a little time for clerical work of some member of his office force, can induce and help a percentage of his employes to save, is he not securing the nucleus of a steady class of help—men and women who can be depended on to stick? The larger their bank account grows, the surer he may be of their services. If you had an important place to fill and two applicants for the job, of equal ability, one that you knew had a savings account, and one that you knew had nothing ahead, which would you employ. Would it not be wise to make an effort to lift all your employes to the level of your choice?"

Reguera & Berengher to Expand

For the purpose of extending their business the cigar manufacturing firm of Reguera & Berengher, New Orleans, La., have recently applied for a charter to incorporate with capital stock of $20,000. Gasper Greco, well known in business affairs of that city is admitted to the firm and becomes president. Joseph W. Berengher is named as vice-president, while Edward Reguera becomes secretary and treasurer of the new company.

You and Ambition

Copyright, 1916, by Frank Farrington.

What are you trying to do?

Are you just jogging along, earning your pay, taking your income as it comes in, satisfied to save a little money each year and all the while to keep edging along toward the end?

Or are you trying to accomplish something with your life, trying to get somewhere, trying to be somebody or something worth while?

You either have an ambition to advance, or you are satisfied to stand still.

If you have no ambition, excuse me for breaking into your slumbers.

If you have ambition, let me encourage you to stick to your effort to climb.

Not every one who climbs gets to the top, but the man who keeps climbing keeps getting nearer the top.

The man who does not climb dies in the rut; he might better die in a trench.

Keep it in your mind that you are going to be something more than an average business man, that you are going to get your head at least a little way above the heads of those around you.

When you find yourself settling back, taking it easy, thinking that perhaps after all it is not worth while to struggle so hard to get ahead, just take a day or a week off and get out, away from home, in touch with some of the people who are doing the bigger things, living the lives of wider horizon.

See what others are doing and how much worth while they deem it to keep trying to be something better.

You will get a renewal of ambition in this way and come back determined to dig in.

E. J. Stachelberger Enters Leaf Trade

E. J. Stachelberger, who has been connected with the Jose Lovera Company as leaf buyer, has recently severed his connection with that firm. Mr. Stachelberger will remove to Havana, Cuba, where he will engage in the leaf business, it being understood that he will represent a number of factories in the United States.

Reorganization of G. S. Nicholas & Company

Following the recent dissolution of the firm of G. S. Nicholas & Company, caused by the withdrawal of the interests represented by Grosvenor Nicholas, it is announced that the old firm will continue as before. The cigar department will not be affected.

Grosvenor Nicholas will enter the wine and spirits trade as a separate institution, and will probably retain the old firm name which has been widely known in New York for a generation.

Cigarette Smoker Dies at the Age of 107

Israel Abraham Rosenberg, 107 years old, died recently at his home in Pittsburgh, following an illness of a few days. Mr. Rosenberg was born in Russia and came to this country thirty-five years ago.

Mr. Rosenberg attributed his longevity to an abundance of exercise, early rising and the smoking of cigarettes. He never rode in a street car in his life, and his trips downtown were always made afoot.

A fine distribution on "Paramount" cigars, manufactured by the Mendelsohn Company, is reported by the McPike Drug Company, the Kansas City distributors.

THE OFFICE BOY'S COLUMN

DID IT EVER HAPPEN TO YOU?

Smokin' after dinner often
Makes a woman feel like sinnin',
When the men folks light short-fillers
And burn up her table linen.

HO! HUM! WHO'S A CAMEL?

The Prohibition Party has selected the camel as its official emblem. No doubt due to the fact that when he leaves wet territory he always fills up with enough liquid nourishment to carry him across dry districts. This emblem ought to go to those who live in dry territory, but who do not neglect to lay in a healthy stock of "wet goods" to last them between trips to the source of supply.

For membership in the Bull family we submit:
John
Durham
The other fellow's.

AFTER FORTY YEARS

"Lee Chancellor, representing the American Tobacco Company, is demonstrating one of their **newest** products, 'Sweet Caporal' cigarettes, among the business houses in Brazil this week."—From the Brazil, Ind., "Times." (The boldface is ours.—Ed.)

AND HE WAS RIGHT AT THAT

Not so long ago a negro was burned at the stake in this State by infuriated citizens. There was a loud clamor for the arrest and conviction of those responsible for the act. Fred Morgan, the widely known cartoonist of the "Inquirer," responded with a cartoon of Justice with a sword in her hand. The caption ran, "Let Justice Be Done."

The morning the cartoon appeared Morgan rushed into the news room and inquired if anything had been said about the cartoon? He was told there had not been.

"Don't you see anything wrong with it?" he asked.

The reply was in the negative.

"Good Heavens," said Morgan, "Justice has the sword in her left hand." And sure enough she had.

The upshot of the whole matter was a coat of whitewash for all those involved.

After the news came that the Grand Jury had refused to render any indictments, Morgan came into the news room and said in a relieved tone of voice:

"Well, that cartoon was all right. It was left-handed Justice anyway."

T. M. A. TO ESTABLISH A TRAFFIC DEPARTMENT ON SEPTEMBER 1ST

Jacob Wertheim Heads Arbitration Committee—More Members Added to Board of Directors—Executive Committee Appoints Twenty-one Standing Committees

SECRETARY Charles Dushkind, of the Tobacco Merchants' Association announces that on or before September 1st, a Traffic Department will be established in accordance with a resolution passed at the last convention. The department, says Mr. Dushkind, will be fully equipped to render such services as may be necessary from time to time to members of the Tobacco Merchants' Association in connection with the daily problems and difficulties arising from the physcal shipment and receipt of goods, including information concerning rates, routes, classifications, methods of packing, validity of claims, forms in which claims should be presented, rules and regulations in regard to the terminal facilities and charges, etc., etc.

As such a department requires a great deal of technical knowledge, a special traffic committee of experts in the traffic line have been appointed, consisting of: C. S. Keene, The American Tobacco Company, New York, chairman; Philip Croxton, traffic manager, P. Lorillard Company, New York; J. L. Graham, traffic manager, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.; Ernest Wolkenstein, traffic manager, United Cigar Manufacturers Company, New York; T. T. Snow, traffic manager, Tobacco Products Corporation, New York.

Secretary Dushkind statesthat at a meeting of the executive committee of the Tobacco Merchants' Association, held on Monday, the following additional directors were elected: J. L. Graham, of R. J. Reynolds Tobacco Company; Arthur M. Eisig, treasurer of Metropolitan Tobacco Company; Martin J. Condon, president of American Snuff Company.

This brings the board of directors to its full number, thirty-six.

The secretary also announces the appointment of a standing arbitration committee to arbitrate all disputes, conflicts and controversies in regard to the ownership, priority or infringement of trade-marks, in accordance with the plan announced some months ago. The president regarded this committee of such paramount importance, that he accepted the chairmanship of the committee himself. While the committee consists of seven members, only three of the seven will be sitting in any particular case. Mr. Dushkind is now preparing a set of fixed rules to be submitted to the committee for their consideration.

Altogether twenty-one standing committees were named by the president for 1916-1917. Mr. Dushkind says that there is enough work mapped out for the association to keep these committees quite active and busy.

The following is a complete list of the standing committees:

Committee on Finance

Asa Lemlein, of E. H. Gato Cigar Co., New York, chairman; George L. Storm, vice-pres., Tobacco Products Co., New York; Edward Wise, pres., United Cigar Stores Co.; A. M. Eisig, treas., Metropolitan Tobacco Co., New York; Benito Rovira, of Benito Rovira Co., New York.

Committee on Arbitration

Jacob Wertheim, chairman; A. Bijur, of E. Rosenwald & Co., New York; C. A. Whelan, of United Cigar Stores Co., New York; Benito Rovira, of Benito Rovira Co., New York; Frederick S. Lucey, secy., Philip Morris & Co., New York; Jonathan Peterson, pres., Weyman-Bruton Co., New York; Otis Smith, pres., Geo. W. Helme Co., New York.

Committee on Traffic

C. S. Keene, traffic mgr., The American Tobacco Co., New York, chairman; Philip Croxton, traffic mgr., P. Lorillard Co., New York; J. L. Graham, traffic mgr., R. J. Reynolds Tobacco Company, Winston-Salem. N. C.; Ernest Wolkenstein, traffic mgr., United Cigar Manufacturing Co., New York; T. T. Snow, traffic mgr., Tobacco Products Co., New York.

Committee on Exports and Imports

A. Bijur, of E. Rosenwald & Bro., New York, chairman; Amos J. Mace, mgr., Gaston, Williams & Wigmore, Inc., New York; Ery Kehaya, pres., Standard Commercial Tobacco Co., Inc., New York; G. O. Tuck, of G. O. Tuck & Co., Inc., Louisville, Ky.; Samuel E Landau, of M. L. Herzog & Co., New York; Benoit Wasserman, of B. Wasserman Co., New York; Isaac J. Bernheim, of J. Bernheim & Son, New York.

Committee on Cuban Cigars

J. W. Buchner, vice-pres., Park & Tilford, New York, chairman; T. Gales, of Henry Clay & Bock Co., Ltd., New York; Robert E. Lane, of Tobacco Salesmen's Assn., New York; S. P. Coe, of Acker, Merrall & Condit Co., New York; A. H. Gregg, vice-pres., G. W. Farber, Inc., New York; H. Mooyer, of G. S. Nicholas & Co., New York; Chas. B. Perkins, pres., Chas. B. Perkins Co., Boston, Mass.

Committee on Clear Havana Cigars

A. L. Sylvester, pres., American Cigar Co., New York, chairman; Asa Lemlein, of E. H. Gato Cigar Co., New York; Marcelino Perez, of Marcelino Perez & Co., New York; A. V. Jockel, vice-pres., Ruy Lopez Ca., Inc., New York; Alvaro Garcia, of Garcia & Vega, New York; Mortimer Regensburg, pres., E. Regensburg & Sons, New York; A. L. Cuesta, pres., Cuesta, Rey & Co., Tampa, Fla.

Committee on Seed, and Seed and Havana Cigars

Charles J. Eisenlohr, pres., Otto Eisenlohr & Bros., Inc., Philadelphia, Pa., chairman; A. L. Sylvester, pres., American Cigar Co., New York; Roger G. Sullivan, of R. G. Sullivan, Manchester, N. H.; George H. Hummel, vice-pres., P. Lorillard Co., New York; Samuel Bayuk, of Bayuk Bros. Co., Philadelphia, Pa.; Moritz Haas, of Haas Bros., Cincinnati, Ohio; Theodore Werner, pres., T. J. Dunn & Co., New York; Abraham I. Lewis, of I. Lewis Cigar Mfg. Co., Newark, N. J.; D. Emil Klein, pres., E. M. Schwarz & Co., New York; John H. Fendrich, of H. Fendrich, Evansville, Ind.

Committee on Stogies

G. P. Waidely, pres., Union American Cigar Co., Pittsburgh, Pa., chairman; Howard Hazlett, of Augustus Pollack, Wheeling, W. Va.; A. M. Jenkinson, of The Jenkinson Co., Pittsburgh, Pa.; G. Henry Schmunk, of Pittsburgh Stogie and Cigar Co., Pittsburgh, Pa.; S. B. Goldsmit, treas., The Standard Cigar Co., Pittsburgh, Pa.

Committee on Cigarettes

George W. Hill, vice-pres., The American Tobacco Co., chairman; B. L. Belt, vice-pres., P. Lorillard Company, New York; George L. Storm, vice-pres., Tobacco Products Cor., New York; Frederick S. Lucey, secy., Philip Morris & Co., Ltd., New York; W. N. Reynolds, vice-pres., R. J. Reynolds Tob. Co., Winston-Salem, N. C.

Committee on Manufactured Tobacco

Jesse A. Bloch, vice-pres., Bloch Bros. Tob. Co., Wheeling, W. Va., chairman; William T. Reed, pres., Larus & Brother Co., Richmond, Va.; John N. Bagley, of Jno. J. Bagley & Co., Detroit, Mich.; Rawlins D. Best, secy., Lovell-Buffington Tob. Co., Covington, Ky.; Adolph Dill, pres., Joseph G. Dill, Inc., Richmond, Va.

Committee on Cigar Leaf

Joseph F. Cullman, Jr., of Cullman Bros., New York, chairman; A. Bijur, of E. Rosenwald & Bro., New York; Isaac J. Bernheim, of J. Bernheim & Son, New York; C. H. Spitzner, of C. H. Spitzner & Son, New York; Alfred S. Rossin, of S. Rossin & Sons, New York; Maximilian Stern, of Maximilian Stern, New York; Julius Lichtenstein, pres., American Sumatra Tob. Co., New York.

Committee on Burley Leaf

W. H. Winstead, pres., W. H. Winstead, Inc., Goldsboro, N. C., chairman; S. B. Smith, of S. B. Smith & Co., Mayfield, Ky.; Laban Phelps, of Louisville Tobacco Board of Trade, Louisville, Ky.; Charles T. W. Argue, of Nosworthy & Argue, Henderson, Ky.; G. O. Tuck, of G. O. Tuck & Co., Inc., Louisville, Ky.; Charles M. Jones, of Charles M. Jones, Maysville, Ky.; J. W. Edmunds, pres., J. W. Edmunds & Co., Inc., Danville, Va.

Committee on Wholesale Trade

A. M. Eisig, treas., Metropolitan Tob. Co., New York, chairman; Joseph Simon, pres., Bennett, Sloan & Co., New York; William Best, Jr., of Best & Russell Co., Chicago, Ill.; Chas. Schavrien, of Chas. Schavrien, New York; C. L. Conradt, of Old Dominion Tobacco Co., Inc., Norfolk, Va.; S. B. Goldsmit, of L. Goldsmit Bro. & Co., Pittsburgh, Pa.; Frank W. Miller, pres., New Jersey Tobacco Co., New York.

Committee on Retail Trade

Edward Wise, pres., United Cigar Stores Co., New York, chairman; D. A. Schulte, pres., D. A. Schulte, Inc., New York; Nicholas Ehrlich, pres., Retail Tobacconists' Assn., Brooklyn, N. Y.; Wm. A. Hollingsworth, of Wm. A. Hollingsworth, New York; M. J. McDonnell, of Yahn & McDonnell, Philadelphia, Pa.; Joseph T. Snyder, of Joseph T. Snyder, Buffalo, N. Y.; Louis G. Deschler, of Louis G. Deschler & Co., Indianapolis, Ind.

Committee on Insurance

Charles Fox, of F. Miranda & Co., New York, chairman; Louis Behrens, of Cullman Bros., New York; Oscar Reinach, of Oscar Reinach, New York; Albert W. Kaffenburgh, of I. Kaffenburgh & Sons, Boston, Mass.; Wm. H. Bennett, of Wm. Stake & Co., Inc.

Committee on Trade-Marks

Frederick S. Lucey, secy., Philip Morris & Co., New York, chairman; E. Kleiner, of E. Kleiner & Co., New York; Asa Lemlein, of E. H. Gato Cigar Co., New York; A. V. Jockel, vice-pres., Ruy Lopez Ca., Inc., New York; Charles Schavrien, of Charles Schavrien, New York; Samuel Turner, of Turco-American Tob. Co., New York.

Committee on General Welfare

George M. Lex, of Forty-four Cigar Co., Philadelphia, Pa., chairman; Francis A. Shields, of Shields & Son, Albany, N. Y.; Louis Toro, of Porto Rican American Tob. Co., New York; Carlos F. Stoddard, of Stoddard, Gilbert & Co., Inc., New Haven, Conn.; Henry Deisel, of The Deisel-Wemmer Co., Lima, Ohio; Peter N. Jacobsen, of Peter N. Jacobsen, Davenport, Iowa; Theodore Photiades, of Theodore Photiades, New York; George W. Van Slyke, of G. W. Van Slyke & Horton, Albany, N. Y.; Joseph Mendelsohn, of Mendelsohn, Bornemann & Co., New York; Emanuel Boasberg, of Keiser & Boasberg, Buffalo, N. Y.

General Membership Committee

Edward Wise, pres., United Cigar Stores Co., New York, chairman; George W. Hill, vice-pres., The American Tob. Co., New York; George H. Hummel, vice-pres., P. Lorillard Co., New York; Jonathan Peterson, pres., Weymann-Bruton Co., New York; Julius Lichtenstein, pres., American Sumatra Tob. Co., New York; George L. Storm, vice-pres., Tobacco Products Corp., New York; J. W. Buchner, vice-pres., Park & Tilford, New York; A. L. Cuesta, pres., Cuesta, Rey & Co., Tampa., Fla.

Membership Committee on Retail Tobacconists

Nicholas Ehrlich, pres., Retail Tob. Assn., Brooklyn, N. Y., chairman; Max Rosen, of Max Rosen, New York; Samuel Turner, of Turco-Amer. Tob. Co., New York; H. Berman, of H. Berman, New York; Ike Boss, of Ike Boss, Passaic, N. J.; Morris Sena, of Morris Sena, New York; Meyer Blumberg, of Meyer Blumberg, New York; Louis J. Levin, of Louis J. Levin, Brooklyn, N. Y.; Louis Offner, of Louis Offner, New York; Morris Schachter, of Morris Schachter, New York.

Council of Supply Houses and By-Products Auxiliary

O. J. Gude, of O. J. Gude Co., New York, chairman; Harry Porter, of Harry Porter Co.; C. A. Speakman, of American Lithographic Co., New York; Carl Kaufman, of The Federal Advertising Agency, New York; W. C. Bastian, of Manhattan Briar Pipe Co., Brooklyn, N. Y.; Paul Seeler, of American Foil Co., New York; E. M. Hunter, secy., The Cardwell Machine Co., Richmond, Va.; Joseph Katz, of Katz Bros. Leather Goods Co., New York; J. A. Voice, secy., Pasbach-Voice Litho. Co., New York; Ernest DuBrul, of The Miller, DuBrul & Peters Mfg. Co., Cincinnati, Ohio; Isaac Steiner, of Wm. Steiner Sons & Co., New York; M. G. Bryce, pres., United States Glass Co., Pittsburgh, Pa.; Harry A. Ford, of The Haeusermann Metal Mfg. Co., New York; George G. Fries, of Fries & Fries, Cincinnati, Ohio; O. L. Deming, of The American Can Co., New York.

Retailers' Council, Board of Governors

Wm. A. Hollingsworth, chairman; Nicholas Ehrlich, secretary; H. M. Miller, of H. M. Miller, New York City; Benj. Simpson, of Benj. Simpson, New York City; Herman Stern, of The Stern Co., New York City; A. Sobel, of A. Sobel, Brooklyn, N. Y.; Henry V. Goldberger, of Henry V. Goldberger, New York City; Louis J. Levin, of Louis J. Levin, Brooklyn, N. Y.; Max Sontag, of Sontag Bros., Brooklyn, N. Y.; T. J. Bannagan, of Bannagan Store, Hartford, Conn.; Herman Friedlander, of Herman Friedlander, Brooklyn, N. Y.; L. R. Townsend, of Broadway Smoke Shop, New York City; Wm. Patte, of Patte, Underwood & Daboll Co., New York City; Nicholas Ehrlich, of Nicholas Ehrlich, Brooklyn, N. Y.; Wm. A. Hollingsworth, of Wm. A. Hollingsworth, New York City.

Trade-Mark for Uncle Sam

With a view to obtaining further extensiveness in the marketing of domestic manufactured goods, and at the same time establish a reputation for good quality in all such merchandise, Chairman Kitchin, of the Ways and Means Committee, has introduced a bill in Congress in which a general trade-mark is provided for. It is to be suitable "for affixing in any manner whatsoever to any merchandise manufactured in the United States." It will be applicable to all property now recognized by the Trade-Mark Act. Manufacturers who are already depending upon the merits of their product for business success regard the bill as a protection against the continued production of shoddy goods, often misrepresented by the sales department and thus injuring the trade of the reliable manufacturer.

With the passage of the bill the plan would be to make the "Made in U. S. A." trade-mark as famous as was "Made in Germany" previous to the war.

"Kings Court" Cigars Are Made by the Hernsheim Company

In the last issue of the "Tobacco World" mention was made of "Kings Court" cigars as being manufactured by Pedro Castro & Company. This was in error as the brand is manufactured by the Hernsheim Company of New Orleans. Pedro Castro & Company are the manufacturers of the "Kings Club" brand.

Justin Seubert, Inc., manufacturers of the "Red Cross" five-cent cigar, are busy as usual. The brand has recently made its appearance in Syracuse with a band.

AN ENGLISH CONTEMPORARY'S VIEW OF THE NEW TOBACCO REGULATIONS

(*Continued from Page 11*)

in to the auction-room, so to speak, and say which bidder is to have the lot on offer will depend upon circumstances. The committee have taken full powers to get at the facts, and we think may be relied upon to see the spirit of the regulations carried out. Their function will be to prevent the shouldering out of the firm without very great resources by a more powerful competitor.

This shouldering out, the possibility of which would have been obviated by the manufacturers themselves having the licenses, even though such manufacturers had handed the licenses to a merchant. Before the regulations were actually printed we believe, a last effort was made by certain manufacturing interests to get permission inserted in the regulations for manufacturers themselves to be granted licenses. Since their proposal has not been incorporated in the regulations, it follows that the Tobacco Committee have had additional responsibility placed upon them. Their function now is to see fair dealing on a basis of the actual urgent requirements of manufacturers. The refusal to grant manufacturers licenses could not have been one of principle simply. It seems to have been more a matter of the most prompt and energetic action of the leaf interests at an early stage having given the mould to the procedure. There were two basic ways of proceeding, and the existing importers' side of the argument is now upheld by the regulations. It was not, as said, a matter entirely of principle, because the export houses will get their requirements by way of license, and there was no reason, as a plain matter of principle, why other manufacturers should not have had licenses. However, the present point is defined by the regulations, and manufacturers will have to do their best on the facts of the situation.

"The high prices for tobacco which neutral countries are ready to pay will put a great temptation in the way of importers, and which would have been obviated if it had been decided to allow manufacturers themselves to be the licensees. We do not think this temptation would be yielded to in the face of present-day conditions, but the regulations in clause 5 state that no tobacco brought into this country under license is to be sold for export except to British possessions or allied or neutral countries, who have been accustomed to obtain supplies from the British markets. The matter is one in which the committee will do great service by acting vigilantly. Otherwise, the British trade would be benefiting foreign markets at its own expense. Indeed, if price hunting on the Continent were allowed a gross misuse of the licenses would be existent. It is up to the committee to see that primarily the restricted import gets properly allocated to those who really want it within the empire. The power of revoking licenses is a great one, and should be fearlessly used if necessity arise. Such action taken on adequate grounds would be endorsed by the trade and by the whole country. There does not appear anything in the regulations separately about the import of tobacco required for the export trade to the troops.

Decatur County Expects a Million for Tobacco Crop

While exact figures as to the acreage are not available, it is conservatively estimated that 3000 acres are in shade tobacco this year. The average yield will surpass 1000 pounds to the acre, and in view of the excellent quality of the leaf this year prices averaging around 60 cents per pound will be received.

Trade Jottings

J. J. McCormick and D. L. Elster have sold the Club Cigar Store, at 814 Williamette Street, Eugene, Ore., to E. S. Fox.

Mr. Waterman, of Waitt & Bond, Boston manufacturers of the "Blackstone" cigar, paid a recent visit to New York.

E. M. Hartman, formerly with the United Cigar Stores Company, has purchased the Lieb cigar store, at 314 Penn Street, Reading, Pa.

Carlos Garcia & Company, manufacturers of the "Marie Garcia" clear Havana cigar, have removed to more commodious quarters at 50 Lispenard Street, New York City.

Z. V. Blanton has recently purchased the cigar and confectionery store on Forest Avenue, Atlanta, Ga. Mr. Blanton was formerly employed in Leesburg.

A new cigar factory and store opened recently at 23 Emerson Street, Haverhill, Mass., under the proprietorship of Frank Laffan. The "Lily" cigar will be the principal brand manufactured.

A new addition to its present factory and various other changes are planned by the Fendrich Cigar Company, of Evansville, Ind. Increasing business demands more extensive quarters.

Austria hopes to raise an additional $16,000,000 this year by raising the price of cigars, cigarettes and tobacco an average of 35 per cent. The tobacco industry in Austria is a government monopoly.

John F. Nolan, Steubenville, O., has disposed of his retail business to Thomas McGarry and Harry Slagle. He will retain his wholesale business at 205 South Fourth Street.

Certificate of incorporation has been filed by the Beach Cigar Company, of Dallas, Tex., with a capital of $100,000, for the purpose of merchandising cigars. The incorporators are E. E. Beach, F. W. Beach, and H. R. Grant.

A permit has recently been issued in Hartford, Conn., to the Griffin-Neuberger Tobacco Company, for the erection of an addition to their warehouse on Commerce Street. The addition is to cost $10,000.

The McDonnell & Mentzer Company, of Cedar Rapids, Ia., have recently incorporated with a capital stock of $10,000, to deal in cigars. The incorporators are Fred A. McDonnell, Earl H. Mintzer, and John H. McGuire.

The Progress Cigar Company, of Indianapolis, has recently incorporated with a capital of $50,000, to deal in cigars and tobacco. The directors are Leo X. Smith, Lloyd D. Claycombs and Clinton H. Givan.

Certificate of incorporation has been filed by the Natrona Tobacco Company, to engage in the business of growing and selling tobacco. Capital, $25,000. The incorporators are J. P. Wetherill, Jr., James H. Winslow, S. C. Trexler, all of Philadelphia, Pa.

Cleveland

Dice-Shaking Ordinance May Be Revoked—Shields-Wertheim Salesmen Home for Summer Conference—Fred Witte Takes on "Juan de Fuca"

July 23, 1916.

HOT weather has struck Cleveland with a vengeance the past two weeks, which has undoubtedly hurt the retail dealers, as some of them have noticed a falling off in their receipts.

Retail dealers are all on the fence in regard to dice shaking, as some of the newspapers have started a little crusade against it. So it is hard to tell when the order allowing shaking will be revoked. Some of the larger dealers have never returned to the practice of shaking, so it will not affect them any. But with a good many stands it means a decrease in business.

The outside salesmen for the Shields-Wertheim Company are in for their midsummer meeting and to map out their fall campaign. They are all very enthusiastic over the outlook for the balance of the year and expect this to be their banner year. The firm is away behind in their orders owing to the scarcity of help.

A new cigarette has made its appearance in this territory, called the "Arcadia." It is being introduced by Wm. Hallamer, of the Melachrino Company, and it is taking a hold fine owing to the short time it has been on the market.

Dan Mahoney, manager cigar department of the Euclid Bowling and Billiard Parlor, says business is very good for this time of the year, as he usually looks for a shaking up during the warm months.

Jack Rosen, city man for the J. B. Moos Company, informed the writer that his business has been good all this month.

Fred Witte has lately taken on the "Juan de Fuca" line of the Morgan Cigar Company. Mr. Pyle, formerly of the Pyle & Allen Company, is the factory representative.

Tom Lloyd, Superior Avenue cigar dealer, has been on a few weeks' vacation trip and is back on the job again.

Mr. Calally, cigar buyer at Euclid Beach, informed the writer that their cigar business this year will be the biggest in their history. Euclid Beach is one place where a smoker can get his favorite brand, as they carry nothing but high-grade goods, and make it a point to keep them in perfect condition.

Mr. Diehl, manager of the cigar department of the Standard Drug Company, reports their business is on the increase. Mr. Diehl was for a number of years connected with the United Cigar Stores and has a host of friends, who now make the cigar stand of the Standard Drug Company, in the Leader-News Building, their stopping place.

The R. & P. Cigar Shop opened the past week in the Miles Theatre Building, on Huron Road, and seems likely to prove a popular place.

R. C. Meyers, bookkeeper for the Shields-Wertheim Company, has just returned from his summer vacation.

Recent visitors were: Mr. Dillingham, of J. A. Rigby Company; Hi Hammer, of Corral, Wodiska Company; and Jack Planco, of Ruy Suarez Company.

Dick.

Bushgens & Birdsall, cigar manufacturers of Iola, Kan., have recently removed their factory to 110 South Washington Street.

TAMPA TIPS

Jose Lovera Factory Installing X-Ray Machine—F. Lozano Son & Company Get Some Choice Leaf—Manuel Corral to Take Vacation in West—Emil Berger Returns From Cuba

Tampa, Fla., July 25, 1916.

SAM PALEY, of the Congress Cigar Company, Chicago, Ill., stopped off here en route to Havana.

Enrique Pendas, vice-president of the Havana-American Company, has gone to Havana and expects to be there for some time looking over the new crop.

Ben Cosio, of the Jose Lovera factory, has returned from a trip to New York.

Frank Diaz, of V. Guerra, Diaz & Company, has departed for Havana, where he will remain several weeks.

Faustino Lozano, of F. Lozano, Son & Company, who left for Havana on the 9th, has returned to this city. While in Havana he made some extensive purchases of new leaf. The purchases included some fine vegas of Vuelta Abajo and totalled some 800 bales.

Emil Berger, of the Tampa-Cuba Cigar Company, was among those who have recently returned from Havana.

The building occupied by the Havana Cigar Company and the Zinate Cigar Company was recently destroyed by fire. Both companies are said to have their losses covered by insurance.

Celestino Vega has just returned from an automobile tour with many pleasant memories. He says he had a fine time and is in trim to do some hard work.

Manuel Garcia, of Perfecto Garcia & Brothers, left on the 23d for Havana. He is going to look over the new crop and expects to remain in Cuba several weeks.

F. A. Torres, of Sanchez y Haya, is now in Cuba and while there will probably close some large orders for leaf.

The Jose Lovera factory is preparing to install one of the X-Ray sterilizing machines which has been a feature of the Cuesta Rey & Company factory for some time. It is understood that several other factories are contemplating a similar step.

Manuel Corral, of Corral, Wodiska y Ca., left town on the 23d for a trip as far West as Denver. The trip will be in the nature of a vacation and Mr. Corral expects to be gone about a month. He will doubtless call on some of the firm's jobbers.

Arguelles, Lopez & Brother are among the manufacturers who have received some shipments of the new crop.

Perfecto.

Property of E. M. Harris Concern Sold

Sale of the property of the bankrupt E. M. Harris Cigar Company, of Detroit, Mich., was recently made by L. E. Joslyn, referee in bankruptcy. The property which was appraised at $5500, sold at $5010. A first dividend of 15 per cent. was ordered paid to the creditors. According to the referee, it is probable that the company will pay between 30 and 40 per cent. of its indebtedness before the affairs are closed.

About Town Gossip

BY BERT

The "Regreso" brand of Corral, Wodiska y Ca., is being displayed in the Evans Drug Stores.

The "Mutual" cigar, a five-center, has been productive of some nice sales for Terry & Duncan.

Halpern & Walters have recently increased the floor space of their factory at 37 North Second Street.

Albert Falk, of the A. Falk Tobacco Company, stopped off in the Quaker City recently.

Harry Moulsdale, the Sanchez y Haya representative, was in town recently and found Sanchez y Haya cigars in good demand.

F. D. Vetterlein, of the "Saborosa" factory, has recently returned to the office after a trip through Western Pennsylvania.

A rumor persists in the trade that John Boltz will again enter the cigar manufacturing business with a shade-grown cigar.

Al Korn, representing the factory of S. Furgatch & Company, was in town recently gathering orders on the famous "Vega del Rey" brand of the factory.

The demand for "Flor de Jeitles", "Royal Peer" and "Masterpiece" cigars is keeping the Jeitles & Blumenthal factories working to capacity.

Dan Ostrow, at Seventh and Chestnut Streets, is featuring the "La Nacida" and "La Verdad" brands of Simon Batt & Company.

Harry F. Adams, vice-president and sales manager of the Cameron Tobacco Company, manufacturing the "Jefferson" and "Utopia" brands of smoking tobacco, secured some splendid orders for his firm while in the Quaker City.

J. Durbin Acker, manager of the cigar department of Finley Acker Company, left Saturday for a two weeks vacation at Buck Hill Falls in the Pocono Mountains. He made the trip by motor.

M. J. Dalton & Company report a good business on the recently introduced "Mozart" brand for which they are distributors. They also state that satisfactory orders are coming to hand on the "Lozano" and Gonzalez & Sanchez brands.

Duncan & Moorehead, cigar distributors, for many years located at 529 Chestnut Street, have recently closed a lease for the first floor and basement at 722 Chestnut Street and will occupy their new location about October 1st.

The Locust Smoke Shop on South Fifty-Second Street always has a neat and attractive display on some brand of smoking tobacco or cigars. Their stock is most complete and it is hard to find a well-known brand that they do not have.

Frank Rollins, of Lopez Hermanos, has been calling on the trade during the past week.

Charles J. Eisenlohr is out of his offices until September 1st.

Mr. Rosebro, of M. Bustillo, was in the city recently in the interest of the firm's brands.

Victor Lopez has been here looking after the "Garcia Grande" business of the J. Klorfein factory.

Perfecto Garcia & Brother were represented in town recently by Jose Garcia who came over from New York.

"El Yutan" is making a big showing with Dusel, Goodloe & Company. Both in this city and Wilmington the sales are showing a steady increase.

M. Goldberg, Seventh and Arch Streets, is devoting two windows to the display of his "Kawana" and "Panama Ribbon" brands.

Yahn & McDonnell report a good business on the A. Santaella & Company hand-made smoker which retails for five cents.

The G. H. P. Cigar Company is securing a healthy distribution on their "El Producto" and "Vincello" brands among local retailers.

"Old King Cole" cigars received an impetus in this city through the recent visit of S. B. Moriarity of the Regan Cigar Company.

Fring Brothers report a steady increase in the demand for the "Admiration" cigar, made by E. Regensburg & Sons, which they distribute.

Morris D. Neumann, of the firm of Neumann & Mayer, is combining business with pleasure on a trip through the West. Mr. Neumann is expected to return about September 1st.

The store of the Peermont Cigar Company, at Fifth and Market Streets, is featuring "Serene" mixture and "Herbert Tareyton" cigarettes. An attractive display of pipes is also shown.

T. H. Hart, of T. H. Hart & Company, is out of town on a vacation. He is spending the time in the Maine and Canadian woods. He is expected back in town about the middle of August.

T. W. Hall, Western and Pacific Coast representative of the Juan F. Portuondo Cigar Manufacturing Company, has started on another trip and will begin a campaign on Portuondo cigars in the Dakotas early in August.

The El Draco Cigar Manufacturing Company is receiving some nice orders on their "Rutherford" brand for out-of-town customers. This is a shade-grown piece of goods that is taking well.

PHILADELPHIA.

"Lord" Cigar Has Profit-Sharing Plan for Dealers

A NEWSPAPER campaign for the consumer and a profit-sharing plan for the dealer have been of considerable service to the Henry Cigar Company of this city in launching their new "Lord" cigar, which has for its slogan, "Exceedingly Better." That the brand is one of merit would be indicated by the fact that in the past six months the sales have tripled.

The manufacturers report that from many outside sources demands are coming in for the brand and that this interest has been created no doubt in part by the profit-sharing plan in which the dealer participates. This plan has been most favorably received by all those who are selling the "Lord" cigar. Inquiries regarding this feature of the deal are being received every day.

The fact that the cigar has shown strong duplication qualities indicates that the consumer is impressed with the qualities of the brand.

"Pennsy" Brand a Good Seller

The "Pennsy" brand, distributed by Dusel, Goodloe & Company, is enjoying a heavy demand far in excess of any previous sales. Its sales have more than doubled over the same period last year, and in the month of June the sales exceeded those of any single nickel brand in the history of the company.

The Invincible size is in strong demand and despite every effort of the factory they are unable to make shipments in sufficient quantities to meet the orders.

"El Vendura" cigars are prominently displayed in the window of E. L. Frey's cigar store, at 44 South Seventh Street.

The Horn Cigar Store, at Fifty-second and Market Streets, sets a high standard for the retail stands in that section. The window displays are always neat and attractive and are changed frequently. The stock of cigars and cigarettes is large and comprises most of the leading brands in the country.

"Ricoro" cigars are the window features of the United Cigar Stores' displays. The sales have increased by a very satisfactory percentage, according to reports.

John Witter, of Newmanstown, Pa., has recently opened a large cigar factory in the O. K. Hartman Building, at Adamstown, Pa.

American Cigar Company Cancels Two Per Cent. Discount

JOBBERS in this city have been notified by the American Cigar Company that hereafter the monthly two per cent. rebate is discontinued. They have also been notified that one-fortieth orders in wood will be hereafter accepted only at an advance of two dollars a thousand. It is intimated that even at that advance they are not anxious for the orders for these packings. Some jobbers have already placed orders for one-fortieths in tins for the Christmas trade.

The discontinuance of special deals and extra discounts practically means an increase in price and jobbers realize that under present conditions other manufacturers will be compelled to raise their prices.

The jobbers, however, are unable to see just how they are going to pass an increase along to the dealer unless the dealer in turn can collect it from the consumer.

Death of John J. Shea

John J. Shea, for more than seven years sales manager for Bayuk Brothers, and one of the best known and most popular men in local cigar trade circles, died suddenly at his home, 43 North Robinson Street, on Monday morning, July 24th.

Mr. Shea's health had not been of the best for some time past and he had often been sent away to recuperate. Bright's disease was the immediate cause of his death.

During Mr. Shea's connection with Bayuk Brothers, he was held in high regard by the salesmen. As a mark of their respect and esteem at the annual banquet tendered the salesmen at the close of 1913, he was presented by them with a handsome gold watch and gold penknife. Mr. Shea always prized this token highly.

In personality he was pleasing and likable. No friend of John Shea was ever denied. No matter how busy or how deep in office affairs, he always found a moment to shake hands. On March last he severed his connection with Bayuk Brothers.

The Havana Ribbon Boosters, composed of the local sales force attended the funeral services in a body. They sent as a floral token a blanket of white roses which covered the entire casket.

Solemn Requiem Mass was celebrated at the Church of Our Lady of the Rosary at 10 o'clock on Thursday morning. Interment was made at Holy Cross Cemetery.

Mr. Shea was in his thirty-eighth year. He is survived by a widow, Katherine F. Shea, and four children.

The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, July 24, 1916.

BUSINESS during the past fortnight has been more moderate, as far as the volume of transactions is concerned, and taking into consideration that there are hardly any stocks of last year's crop unsold and in its great majority the new leaf is not fit yet for the manufacturers to take hold of, our leaf dealers have reason to be satisfied. The outlook for the future is certainly more cheerful than it was three months ago, when there was some doubts in the minds of most dealers whether the new crop at high prices might not prove to be unsaleable later on.

Now this has all changed; according to good, reliable estimates, from trustworthy sources the quantity of the whole tobacco crop, of the Republic of Cuba, is calculated to be barely three-fifths of a normal one (500,000 bales), and as there are no longer any old stocks to fall back upon, the situation is a serious one for our smaller manufacturers, as well as for the American cigar manufacturers, who may not be well provided for with old goods. The next crop to be made in 1917 is an unknown factor, it may be good and large in quantity, or it may be small again, which appears more likely, as too many tobacco fields have been diverted to the cultivation of sugar cane, and which crop is giving more reliable returns to our farmers, at least as long as the European War should last. But never mind whatever the next crop might amount to, it cannot be available for the cigar manufacturers until the month of October, or November, 1917 (excepting some wrappers and light fillers eventually) therefore we have at least fourteen or fifteen months before us, that we must rely upon the 1916 growth to supply our own wants, those of the United States, Europe and South America. Under normal circumstances, we consume at least 250,000 bales, but owing to the war our cigar industry has been crippled, therefore we will figure only 150,000 bales. This would leave for the American manufacturers less than 150,000 bales, because a little leaf might be sold to Europe and South America, although it may not be a great deal. The United States need at least 250,000 bales, so there would be a shortage of 100,000 bales or more, and the question is, whether there is this quantity hidden somewhere to be made use of. To stop the demand, prices are bound to soar skyward, unless some miracle should happen to relieve the tension.

There might be some relief in sight for the United States, as they might get some substitutes, for instance in the moving of the Brazil crop, which formerly was shipped principally to Germany, but owing to the war remained in storage at Bahia, and as there was no tonnage to ship it to the Netherlands. The better grades of this tobacco might do for a while, upon a pinch, as even by paying 35 cents duty per pound, and high freights, it might still be cheaper than our leaf is going to rule. Naturally in quality the Brazil leaf is far inferior to our Remedios tobacco.

To show the plight our cigarette manufacturers are in, we beg to mention, that they need at least 160,000 bales, while there are in sight not over 55,000 bales of Vuelta Abajo colas, and perhaps the same quantity of the low grades of Remedios, so there is an apparent shortage of 50,000 bales, which could only be made up by using flat-rolled stems of tobacco, and which was done in the year 1898, when there was a severe shortage of leaf, owing to our war of independence.

Sales during the past fortnight totaled 5,831 bales, which consited of: Vuelta Abajo, 3,088; Partido, 1,863, and Remedios, 880 bales.

Buyers were: Americans, 3,595; exporters to Europe, 500; shippers to South America, 644, and our local cigarette manufacturers, 1,092 bales.

Receipts of Leaf Tobacco From the Country

For the two weeks ending July 14, 1916.		Since Jan. 1, 1916.
Vuelta Abajo	6,829 bales	49,951 bales
Semi Vuelta	1,080 "	3,990 "
Partido	715 "	1,963 "
Remedios	4,329 "	22,683 "
Oriente	361 "	3,263 "
Total	13,314 "	Total 81,850 "

Exports of leaf tobacco, from the port of Havana, during the past two weeks, ending with the 17th of July, 1916, totaled 14,317 bales, and which were distributed to the following countries, viz.: To all ports of the United States, 8,937; to Canada, 415; to the Netherlands, 4,675, to Spain, 50; to Great Britain, 30; to the Canary Islands, 10; and to the Argentine Republic, 200 bales.

Buyers of Leaf Tobacco That Come and Go

Arrivals—From Tampa: Faustino Lozano, of F. Lozano, Son & Company; Colonel Alvaro Garcia, with his nephew, Francisco Garcia, of Garcia & Vega; and Enrique Pendas, vice-president of the Havana-American Company.

From New York: Vincente Planco, president of the Ruy Suarez Company; Sidney Goldberg, president of S. Batt & Company; Barney Davis, of B. G. Davis & Company; and Victor Toledo, of Victor Toledo.

From Chicago: Sam Paley, president of the Congress Cigar Company.

From Toronto, Canada: J. Tuero, of J. Tuero & Hnos Company.

Departures—To New York: Max Schwarz, and Rene Berndes.

To Tampa: Emil Berger; T. O. Morgan; Faustino Lozano and Bernabe Diaz.

To Chicago: Nathan Elson and Mike Friedman.

To San Augustine: Agostin Solla.

To Boston: Walter A. Kaffenburgh.

To Spain: Antero Prieto, senior partner of Sobrinos de A. Gonzalez.

Cigars

Our cigar industry is still suffering, as after all the English orders are small, are given out by turns, and the average selling prices are too low to admit of making any money for our cigar manufacturers, so the hopes of being able to bridge over the dull season have not been realized yet. Our few large factories are better supplied with orders, but the smaller ones have reason for complaint. It remains to be seen whether the American importers are going to forward more liberal orders for the coming holidays, so as to recompense us a little for the severe losses in our exports to England.

Charles Landau, the representative of the H. Upmann factory, for the United States and Canada, arrived here the week before last, but stayed only a few days, and returned at once to his home in New York. The H. Upmann factory is working well.

Robert E. Lane, the representative of the Partagas factory for the United States and Canada, came here last week, in order to perfect the plans for the coming fall campaign. Partagas is very busy in all directions.

F. A. Alexander, the representative of La Flor de A. Fernandez Garcia factory came upon a flying trip from New York, went at once hence to Guantanamo, to see his friends, the paymasters of the United States Navy, secured some good orders, and will leave tomorrow, homeward bound, for his home in New York.

Romeo y Julieta has good orders from England, the United States, South America, and Canada.

Punch is also doing a better business, through fair orders from the United Kingdom, being obliged to seat more cigarmakers. Don Manuel Lopez returned from the Vuelta Abajo last week, where he completed the purchase of about 3,000 bales of some of the most renowned vegas.

Por Larranaga has also been favored with fine orders from Great Britain, and increased the number of its cigarmakers materially.

Sol and Devesa de Murias is fairly busy, having received lately better orders from the principal markets of the world.

E. S. Houston, a director, and assistant general manager, of the Henry Clay & Bock & Company, Ltd., returned last week from his vacation in the United States, and is now on deck again.

Leaf Tobacco

Ernest Ellinger arrived here two weeks ago, but Fred Davis has not shown up yet, very likely being detained still by the strike in their New York factory.

Sierra & Diez were sellers of 1,542 bales of Vuelta Abajo, during the last fortnight.

Walter Sutter & Company were buyers of 1,803 bales of leaf tobacco for account of their customers.

Leon, Delgado & Company sold 1,050 bales of Vuelta Abajo, Partido and Remedios leaf, in the last two weeks.

Leslie Pantin purchased 957 bales of leaf tobacco, for account of his customers.

Jose F. Rocha was a seller of 674 bales of Vuelta Abajo and Partido leaf, during the past fortnight.

F. Lozano Son & Company bought around 800 bales of fine old vegas of Vuelta Abajo, and some new Partido resagos and fillers.

Manuel A. Suarez & Company disposed of 625 bales of Vuelta Abajo and Remedios tobacco, to their customers, in the ultimate two weeks.

Shippers above 200 bales of leaf tobacco, from the port of Havana, during the last fortnight were:

Leslie Pantin, 4,703 bales; Mark A Pollack, 3,327 bales; Virgilio Suarez, 2,826 bales; Havana Tobacco Export Company, 2,080 bales; Maximilian Stern, 1,075 bales; J. F. Berndes & Company, 924 bales; J. Bernheim & Son, 632 bales; Cuban Land and Leaf Tobacco Company, 575 bales; Hermann Diehl, 566 bales; H. Upmann & Company, 457 bales; Allones, Ltd., 420 bales; Menendez & Company, 402 bales; Walter Sutter & Company, 365 bales; Havana Tobacco Stripping Company, 304 bales; Perez, Capin & Company, 264 bales; M. A. Gunst & Company, 248 bales; Manuel Suarez, 246 bales; Rodriguez, Menendez & Company, 222 bales; Ernest Ellinger & Company, 209 bales.

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Expert Reports on Tobacco Crop in Kentucky

J. D. Clark, of Lexington, traveling representative of the Burley Tobacco Company, while in Paris, Ky., the other day, told tobacco men that he had never seen in Central Kentucky a cleaner, more uniform or more promising crop of tobacco at this season of the year than he had noticed on his travels through the district.

Mr. Clark has just returned from a swing around the district composed of the leading tobacco counties in the Seventh District—Bourbon, Fayette, Scott, Owen, Grant, Woodford, Jessamine and Franklin.

He says that while it is true that the hemp industry has been revived to a great extent in Central Kentucky, and that many farmers have increased their acreage of this crop for this season, nevertheless the acreage of tobacco has not been materially diminished, and that the 1916 crop of the weed bids fair to be an average crop in both quality and quantity.

Emil Kellner Becomes Rockford Manager of Fay Lewis Co.

Emil Kellner, for twenty years with the sales force of the Fay Lewis & Brothers Company has recently been made general manager of the Rockford, Ill., office. Fay Lewis, senior member of the firm, has retired and it is understood that Mr. Kellner purchased a substantial block of the company's stock from his employer. Mr. Lewis will retain a desk in the Rockford office to welcome his friends and to transact such business as may require his personal attention.

Cruickshank Cigar Company Petitioned in Bankruptcy

An involuntary petition in bankruptcy has been filed in the United States Supreme Court at Atlanta, Ga., against the Cruickshank Cigar Company of that city. W. A. Fuller was appointed by the court to act as receiver for the company under a bond of $2500.

The petitioners were: I. N. Hirsh, who alleges that he is due money loaned the firm in the sum of $7000; Russell Electric Company, open account of $4.70; Cuesta-Rey & Company, open account of $1682.50.

Knickerbocker's Broadway Jottings

A. Santaella is among the week-end visitors at Atlantic City where his family is domiciled for the summer.

The R. Steinecke Company is now located in its new quarters at 1895 First Avenue.

Victor Thorsch, of T. J. Dunn & Company, was a recent visitor at headquarters. He has returned to Chicago.

William Frisch, of A. Santaella & Company, is spending a vacation at Liberty, N. Y.

Horace R. Kelly, the veteran Manila importer, is spending the summer at Seabright, N. J.

Charles Landau, representative of the H. Upmann factory, is expected back from Havana this week.

Al Korn, of S. Furgatch & Company, has returned to the factory following a trip through the West.

Albert Worch, of the Wayne Cigar Company, Detroit, was noticed among the many out-of-town visitors.

Harry Spingarn, of E. Spingarn & Company, who has been attending the inscriptions at Amsterdam, is expected to arrive home about August 1st.

E. A. Kline, formerly connected with the Lovera Company, has joined the selling staff of the American Sumatra Tobacco Company.

Sidney J. Freeman is back after a trip to Washington and Baltimore. Albert Freeman is home from a trip through the Pennsylvania oil fields.

Dave Saqui has returned to his offices at Thirty-fifth Street and Sixth Avenue. He spent part of his vacation, like a true philosopher, with a hook and line.

H. S. Michaels, southern representative of the Cayey-Caguas Tobacco Company, paid a brief visit to the home office last week.

The American Snuff Company is among the latest recruits to join the forces of the Tobacco Merchants Association.

Roman Dolber, for years eastern representative of V. Guerra, Diaz & Company, has recently resigned his position with that firm.

R. M. Ellis, of the Tobacco Products Corporation, is enjoying a vacation with his family in a camp in the Maine woods.

E. F. Rosenthal, sales manager of the "Van Dyck" brand, after returning from a trip through the West, left shortly afterwards on a vacation in the Maine woods. He is expected back the latter part of August.

W. G. Collins, assistant sales manager of Bondy & Lederer, has resigned his position with that firm and will be succeeded on August 1 by J. E. Arbuckle. Mr. Arbuckle has been on the road for Bondy & Lederer for fifteen years.

Perfecto Garcia & Brother are represented in New York at present by Jose Garcia who is calling on the trade.

John J. Whelan, of the United Cigar Stores Company, is sojourning at Lake Placid.

Robert E. Lane is in Cuba on a visit to the Partagas factory.

Sidney Goldberg, of Simon Batt & Company has returned from Havana after making some leaf purchases.

S. P. Coe, cigar department manager of Acker, Merral & Condit, has returned to his desk after a trip through the West as far as Kansas City.

Max Schwarz, manufacturer of the "La Primadora" cigar, has returned from Havana. He will open his new store at 1153 Broadway, August 1st.

Henry Ottenberg has purchased the stock of "El Palencia" cigars from the Boltz-Clymer Company. He secured more than 300,000 of the fine sizes.

P. A. Meyer, president of Kuenzle & Streiff, owners of the "La Flor de Intal" factory, was recently registered at the Imperial. He has since left for abroad.

Matthew Berriman, of Berriman Brothers, who has been spending a vacation at his Canadian camp, is expected back at the office this week.

C. W. Boom, of the Cien Porciento Company, is back at his desk after a trip through Northern New York and some of the Middle Western States.

Oscar Veit has been doing some splendid work on the "La Muna" brand in this section. The Gans Brothers' representative has opened some fine accounts recently.

William Luckett, of Luckett, Luchs & Lipscomb, was a recent visitor in New York. He came over from the Quaker City with Morris Burke who has recently been appointed Pacific Coast representative for the factory.

The Sanchez y Haya brand is in good evidence throughout the city. The B. Wasserman Company act as distributors. John J. Waner, representing the factory, is working through them.

Bubeck & Guerin, the humidor manufacturers, will hold their Tenth Annual Outing and Picnic on the 29th. The affair will be held at Zeman's Park, North Bergen, N. J.

Jose M. Diaz, president of the Preferred Havana Tobacco Company, was a recent arrival in New York. He reports that the Tampa factories are working to capacity to fill orders.

A. V. Jockel, vice-president of Ruy Lopez y Ca., who recently left on a vacation for the Adirondacks was accompanied by Charles Fox, of F. Miranda & Company. The trip is being made in Mr. Jockel's new automobile.

More Leases for Schulte Stores

PEASE & ELLISON have leased to the Schulte Cigar Stores Company a portion of the large plot at 2780 Webster Avenue. The property is covered by a one-story building, which will be extensively altered and occupied by the Schulte Company for a branch of its business. The location is at one of the most important traffic points in the Bronx Borough.

Pease & Ellman have also leased for the Realty Associates to the Schulte Cigar Company, in the property at the junction of Flatbush Avenue and Fulton Street, Brooklyn, the entire ground floor and basement space known as Nos. 30-30A Flatbush Avenue, extending through to 317-317A Livingston Street. The lease is for a long term of years, and upon completion of alterations Schulte Cigar Company will open a branch establishment.

Douglas Robinson, Charles S. Brown Company have leased to the Schulte Cigar Company for a long term of years, at an aggregate rental of approximately $400,000, the entire property known as the Waterman Building, at No. 173 Broadway, northwest corner Cortlandt Street.

The Schulte Company, upon possession of the leased premises, May 1, 1917, will make extensive alterations and open a branch establishment.

The acquisition of this prominent downtown corner is a very important and desirable addition to the Schulte system.

The Schulte Company have recently leased, in New York City, Brooklyn, Newark and Queens, twenty-two stores for branch establishments in addition to having secured options on thirty-six locations in Bridgeport, Chicago, and throughout the States of New York, Pennsylvania and Massachusetts.

E. M. Schwarz & Company Rent Newark Factory

Feist & Feist, Incorporated, has rented for the estate of A. Rosenwasser to E. M. Schwarz & Company, of New York, the two-story and basement brick factory building located on the southeast corner of Morris and Thirteenth avenues, Newark, N. J. The property has a frontage on Morris Avenue of eighty-two feet and on Thirteenth Avenue of ninety feet. The building occupies the entire plot.

This is the fourth factory that the Schwarz Company will now have under operation. Their main plant is located in New York City, and comprises a reinforced concrete building, ten stories high. Their other plants are located at Newburgh, N. Y., Bohemia, L. I., and Tampa, Fla. After extensive alterations are made, which will include a modern elevator and humidor of the latest type, they will take possession.

The Schwarz Company was represented by the president, D. Emil Klein, and secretary, Louis Kahn. The Rosenwasser estate was represented by the executors, Dr. Charles A. Rosenwasser and Anna R. Platky.

Pasbach-Voice Outing at Seacliffe.

THE Pasbach-Voice Lithographing Company Benefit Association had a merry day on the 22nd, when they went to Seacliffe for their annual outing and games. The affair was confined strictly to the employees and their guests, and at that some two hundred climbed into the big sight-seeing busses at Twenty-fifth Street and Eleventh Avenue about 9.30 A. M., on Saturday morning.

The party reached Seacliffe about noon, and the appetites of the hungry were soon satisfied with an elaborate breakfast. This was followed by a nine-inning baseball game between picked teams.

The sports which came after included the 100-yard dash, half-mile run, potato race, fat men's race and a three-legged race. In the first event Mr. Richter was placed first. Mr. Levine was the winner of the half-mile run. Mr. Koch had the honor of winning the potato race. The fat men's race was won by Mr. Prochaska. Messrs. Stettler and Schlendwein romped home winners in the three-legged race.

At six o'clock dinner was served. This was followed by the presentation of the prizes to the winners of events, by J. A. Voice, secretary and general-manager of the firm. On behalf of Mr. Pasbach and himself, Mr. Voice expressed thanks and appreciation for the faithful services rendered by the employees, many of whom had been with the firm from its inception.

Heirs of Heert Estate Win Fight for Accounting

Surrogate Fowler has recently granted the application of the heirs of the late Henry H. Heert, wealthy cigar manufacturer, to compel the executors and trustees of the estate to file another accounting of the estate held by them. The first accounting revealed a shrinkage of $32,000 in a trust fund of $150,000 created by Mr. Heert for the benefit of his three grandchildren.

The trustees of the fund in explaining this shrinkage said they had been compelled to dispose of the decedent's interest in the firm of Henry M. Heert & Company at a price considerably below the appraised value. The heirs, however, charge that the executors allowed one of their number, acting through a "dummy," to purchase some of the property for less than its actual value.

More Members for the T. M. A.

Secretary Dushkind reports that the R. J. Reynolds Tobacco Company and the Metropolitan Tobacco Company have joined the Tobacco Merchants' Association, also the New Jersey Tobacco Company, and that in the last three weeks the T. M. A. has gained sixty new members.

Duncan Walker, of the Cadillac Can Company, was a recent visitor in New York. He has been visiting the eastern cigar manufacturing centers.

San Francisco

Preparedness Parade Brings Many Visitors—A. Santaella's Representative Off for Oregon—Emil Judell Taking Life Easy at Lake Tahoe

San Francisco, July 21, 1916.

GETTING ready for the preparedness parade has been a considerable feature of the week, though the enthusiasm for making another general holiday at this time was by no means unanimous. However, most of the cigar dealers came out very well with the celebration, particularly those along the Market Street highway, for the visiting crowds had a big business. The parade had been well advertised not only in San Francisco but in the surrounding cities and towns, and in fact throughout central California; and as a result a lot of outsiders were present to enjoy the festivities.

The vacation season is still having its effect on city business, though there are now more people coming into town than are leaving and the prospect is for a gradual improvement from now until the real opening of the fall activity, a month or six weeks hence. San Francisco wholesalers report that business in most parts of the interior has been a little quiet owing to the hot weather and harvest time.

Major Frankel, senior member of Frankel, Gerdts & Company, San Francisco manufacturers, is now taking a run over the company's territory preparatory to leaving for a buying trip to Havana. He is now in Los Angeles and other Southern California points; but will return in about a week for a few days at home before starting for New York and Cuba.

H. H. Manley, Pacific Coast agent for the American Cigar Company, with headquarters in San Francisco, has returned to this city after a week or two in Los Angeles, where he found the trade in good shape.

Lee Schwartz, the spectacular robber, whose career in that line came to an end about a month ago, when he was captured while trying to rob one of the United Cigar Company's stores here, is now believed to be insane, and will probably go to an asylum instead of to prison.

H. L. Judell, senior member of H. L. Judell & Company, who is usually called on when real work of a public Parade. For some days preceding the event Mr. Judell was the Committee on Arrangements for the Preparedness character is wanted, was naturally chosen as a member of largely occupied with the business of the committee, but he reports that business at the Front Street store kept up well in spite of this diversion.

D. Peganini, head of the wholesale house of Peganini-Bricca Company of this city, had his hand broken and was otherwise badly injured in an automobile accident a few days ago. The friend with whom he was driving was killed. Mr. Peganini was at the time returning from an outing in the country with his family.

Henry Meinecke, manager of the cigar and tobacco department of Wellman, Peck & Company, distributors of the lines of the Jose Lovera Company, has completed his mountain vacation trip, and is again in San Francisco preparing for the fall campaign in the interest of "Bandero" cigars. He believes that the outlook for the remainder of the year is excellent.

I. I. Hess, representative in this territory of A. Santaella & Company, who has been spending some time with Ehrmann Brothers & Company, has left for a trip through Oregon and Washington.

Henry Frey, one of the live men in the traveling force of M. A. Gunst & Company, of San Francisco, is one of the lucky ones this week. The firm decided that the successful efforts of Mr. Frey were deserving of some additional equipment, and he has been placed in charge of a brand new automobile in which he is expected to cover ground more quickly and send in even more orders than in the past. Mr. Frey is now trying out the new machine in a trip to the north, where he has many friends in the trade and from which section he sends in a lot of business.

E. M. Elam, who has been spending the spring and summer in the East in the interest of the "Pandora" line of the Ehrlich Manufacturing Company, has returned to San Francisco, and will put in a few months here and at other points on the Coast looking for new connections and improving old ones.

W. Hargrove has bought out the cigar and tobacco business of T. A. Roberts, at Los Angeles, Cal.

Milton Esberg, one of the directors of M. A. Gunst & Company, is back in San Francisco, after a vacation at Santa Cruz.

The John Bollman Company, extensive manufacturers of cigaretts, has completed the removal of its manufacturing plant and wholesale offices to its fine new building on Fourth Street, said to be about the finest and best appointed manufacturing plant on the Coast.

Emil Judell of H. L. Judell & Company, and Mrs. Judell are at Lake Tahoe, in the high Sierras, this week, on vacation bent. Mr. Judell has just completed a business trip through the dry sections of Nevada and the cool air of the mountains is a pleasant relief.

E. S. Baker, of Los Angeles, Cal., has sold out his business to G. H. Grefe, of the same city.

C. W. McCormick, who looks after the western business of Y. Pendas & Alvarez, is now at the eastern headquarters, where he will remain for a month or more arriving on the Coast again about the first of September.

Morgan Gunst and family have joined the vacationists and are now enjoying themselves at Klamath Falls, in Southern Oregon. They will be away from town until well into August, according to present plans.

The labor troubles which have been getting more and more serious in San Francisco and other Pacific Coast centers for a month or more, are now easing up a little bit, especially in San Francisco, where most of the troubles have been settled. The danger of a more or less general strike or lockout now appears to be over, and the outlook for a settlement of the entire trouble is better than before.

P. R. Ford, of Rio Vista, Cal., has been visiting in San Francisco this week. He reports a good spring and summer in his section with prospects of a good fall and winter.

Retail Association Formed in Springfield, Miss.

An organization to be known as the Cigar Stores Protection Association was recently formed in Springfield, Mo. The objects of the association are mutual protection and the advancement of the best interests of the retail cigar business. The following were represented at the first meeting of the organization: Stahl & Cotter, C. E. Rice, H. H. Cole, Chas. Ferguson, Old Mission, Rathburn & Smith, Chinn Cigar Company, Brunswick, Crover Cigar Company.

O. H. Stahl was elected president of the organization and Ralph Crover was made secretary.

The Abuse of Price-Cutting

Much has been said in this journal and, in fact, in every trade paper devoted to the cigar and tobacco industry regarding price-cutting, but the practice has become so common and the results are so disastrous that we do not think too much can be said regarding this evil.

The price-cutting war is not one which either adds to the dignity or contributes to the solidity of the tobacco industry. It is a form of competition that smacks too much of the retaliatory spirit and resembles too remotely the kind of competition that is proverbially the life of trade.

It is quite generally conceded that there are times and localities where a special inducement in the way of a shaded price might be beneficial to the business man and the consumer. Any merchant may occasionally find his shelves overloaded with a certain kind or brand of goods under conditions that make it profitable for him to stimulate their sale by a slight price reduction. It would be impossible to enumerate all the conditions which might arise to warrant special prices, but suffice it to say that there are a great many very natural and logical causes that occasionally make it advantageous for a store-keeper to stimulate his sales in a particular kind or class of goods by applying just such extra sales impetus as reduced prices.

If this trade stimulator had been used only on such occasions and for such purposes, no one could have anything to say regarding the evil of this practice. It is not the use of price-cutting which has created the animosity in some quarters but the abuse of it.

It is only the past decade or so that objection has been made to the practice, and the objection was heard only after price-cutting had, in many instances, been made to depart from its original purpose. We repeat then that it is the abuse and not the use of the special inducement idea that has dragged the ethics of it into controversy, and those who believe in its efficacy and desire its legitimacy commit, in our opinion, a grave error in judgment by permitting price-cutting to assume the appearance of competitive warfare.—"Canadian Cigar and Tobacco Journal."

Trade Jottings

Fred Zulkuhlen has recently opened a cigar factory in the Darling Hotel Building, Madison, Ill. His brands include "Night Cap" and "Dixie Flyer," which will retail for five cents, and "Red Hall," a ten-cent leader.

The Egyptian Trail Cigar Company, of Du Quoin, Ill., have recently removed to new quarters in that city. They will also open a retail store.

The stock and fixtures of the Washington Block Cigar Store, Bay City, Mich., have been purchased by W. J. Lambert and removed to his store.

E. H. Loehman, former head of the cigar department of H. D. Peters Company, Monticello, Ill., is preparing to open a cigar factory on East Main Street, that city.

Frank and Albert Stead, of the West End, will shortly open a cigar store on West Marshall Street, near Chain, Norristown, Pa. Alterations are now being made.

The Halifax Tobacco Shipping Company, of Halifax, Pa., have been forced to close down their plant owing to their inability to secure sufficient girls to operate.

Effects of Tobacco in the Philippines

Last April the "Literary Digest" quoted in its columns from Dr. Albert H. Burr, in which he asserted that the longer lives of women, which the census seems to establish beyond controversy, are due to their abstinence from tobacco. But according to Dr. W. K Beatty, Deputy Chief of the Division of Sanitation in the City of Manila, P. I., Dr. Burr's is one of the ill founded conclusions condemned by the editor of "American Medicine". Dr. Beatty writes to the "Literary Digest" to say that in the Philippines, where women are longer lived than elsewhere, if anything, they are almost universal users of tobacco. He says in his letter:

"I have made an exhaustive survey of vital statistics for the Philippine Islands with that tend in my mind completely to controvert the results apparently hastily sufficiently explicit. For instance, he admits that 'this ratio in favor of the males steadily increases for each succeeding five-year group with only two slight exceptions, up to fifty years, when it reaches a maximum in the group fifty to fifty-four inclusive, showing a ratio of 1,000 females to 1,183 males.' Yet he fails to make an analysis of this; he fails to tell the public that the higher ratio of deaths for females up to forty-five years of age, or thereabouts, is due to the child-bearing period, and that after the menopause has been passed this danger is eliminated entirely; he also fails to state that, while women are everywhere engaged in gainful pursuits, as a general rule only work of a light nature is entered into, and also that, taking everything in the large, men are still trying to make the living for the family in whatever manner possible—that the male is up to the time of his death bearing the burden of dangerous work for a livelihood, and as a general rule his life is not a protected one, guarded from danger.

"Statistics are at my command, but as they are at any one's disposal it is not worth while to quote them; they will be furnished by any Government Health Office upon request. Sufficient only to state that while in the main Dr. Burr's facts are correct that tobacco has any influence upon shortening life, I am not convinced, and would prefer better proofs. In the Philippine Islands women probably use tobacco to the same extent as men, or to a greater extent, and yet the number of females reaching ages over ninety is greatly in excess of that of males. If tobacco tends to shorten life, how is this explained?

"The fact of the matter is that the remaining old people, at least in the Philippines, have all their lives from a very tender age been constant users of tobacco; this is far from a proof that tobacco tends to prolong life, but at the same time it neither proves nor disproves the influence of tobacco upon longevity. Nothing is proved except perhaps that tobacco is a very mild sedative; or that tobacco-users are normally rather more prone (from having received stronger bodies from healthy ancestors) to indulge in excesses than those receiving a sub-normal inheritance. I think it is a general observation that what we term 'sensible people'—people of the general run, who are not following any especial fad—are the really long-lived ones."

Exports of Manila Cigars for First Five Months

Herewith is a comparative statement showing by months the number of cigars and cigarettes exported to the United States during the first five months of 1916:

	Cigars			Cigarettes	
Month	1915	1916	Month	1915	1916
January,	4,219,308	4,506,224	January,	120,000	255,000
February,	9,120,487	9,857,680	February,	605,250	987,750
March,	7,094,886	5,619,246	March,	615,200	340,000
April,	3,800,928	7,369,630	April,	361,650	716,250
May,	3,698,659	7,581,073	May,	466,800	500,250
Total,	27,934,358	34,933,862	Total,	2,168,900	2,799,250

EFFECT OF LIGGETT "ONE CENT" SALES VIEWED BY MANUFACTURERS

(Continued from Page 11)

"No such objection can hold. As each article is sold at our regular price, the effect is clearly to establish in the minds of consumers our usual price. . . . When manufacturers understand this—when they realize what we offer the manufacturer—they are usually willing to make price concessions on quantities. Any one who hesitates is asked what it would mean to him to have his goods sold in 40,000 new homes in seventy-two hours. Then he stops, thinks and usually decides to co-operate. These are really manufacturers' sales staged in good setting, managed with good merchandizing skill. Realizing this fact, over twenty who did not join us on our last sale have offered us their goods for our July sale.

"As an example of economical and effective introduction, take 'Lord Salisbury' cigaretttes. We do not control the brand—anybody can sell it. We sell it for fifteen cents —same as everybody—and the price is fifteen cents during a sale; only we give an extra package for one cent. The biggest expense of a cigarette maker is sampling—he gives away literally millions in samples. So he can well afford to make us a concession to enable us to sell, as we did last time, 3,000,000 and over."

Mr. Findlay says: "Now let us see what others have to say about one-cent sales.

Manufacturers who join in state that they feel they can overlook a sale which only runs three days, four times a year, when many lines are included so their goods are not specially singled out for offering. They cite the no-delivery feature as an effective check on large quantity buying.

"So, the interpretation of such manufacturers is that the sales are really sampling campaigns, with the advantage on the side of the sampler. Sampling expense is usually heavy. Now, if a way can be found whereby the consumer pays for the sample and comes for it herself, such a way furnishes much greater efficiency and vast economy of operation.

"Again: The sample for which the consumer pays carries its message more effectively than one she gets free—just like anything else. She tries it carefully, with some regard to directions and some intelligent attention to its use, etc.; hence it goes much farther in establishing the use of the goods in her home.

"One manufacturer says that these sales are great aids in raising the unit. A shaving soap may have been sold in the 10-cent size. Changed market conditions may render that size very difficult or impossible to make at a profit; hence he wants to switch the demand to a 25-cent size.

"If Liggett sells a customer two of the sticks for 26 cents, two great things are done for the manufacturer: First, the shaver will surely use the two sticks, second, he will very likely become so accustomed to the larger size that thereafter he will use it exclusively. Right now this example may be applied to ink; for the ink makers are finding the five-cent size absolutely unprofitable and are trying hard to switch demand back to the 10-cent bottle.

"One manufacturer who co-operated with Liggett gave his views as follows:

"'We are very careful how we go into that kind of thing. We watch it closely and supply only such amount of goods as we feel reasonably sure will be sold during the sale, so that stock will not be left over, taken in on a special price, on which cut prices could be maintained later as a matter of policy with profit to the Liggett people. So, to safeguard our regular distributors, we select articles on which we have little or no distribution in the territory where the sale is held; and on these we get introductory work which is so effectual that we can afford to pay well for it by means of a price concession. Thus the Liggett stores make a small margin, even on the sale basis.'

"'Now, to give you an idea of what such paid-for sampling can mean to us, let me say that one of our previous sampling campaigns in Greater New York cost us upwards of $380,000 in hard cash. That article is enjoying a large demand. It was not featured in the one-cent sale—and will not be featured there at any time. But for a new article—why this plan strikes me as being just about the right thing for a manufacturer. It is right for the merchant, too, if you analyze it carefully. For if the consumer likes our goods and learns the price is the same in every store except during sale periods, she is more than apt to buy them in the local store near her home.'"

"Another said: 'We have not made any special allowance on (his original brand). We did, at the time of the introduction of (second brand), make a small allowance of free goods to get this brand well placed on the market. We do not make a practice of this, and owing to the limited extent to which we have used it, it follows that there has been no objection on the part of retailers.'

"Again: 'We looked upon the Liggett sales plan as a merchandising proposition backed by advertising. We succeeded in having many people try our goods who had never purchased before. . . . Like a canvass, it placed the goods right in the homes and the public realized that it was simply an advertising plan.'

"Another: 'We believed that by placing our goods in the one-cent sale we would help small retail grocers, as every chain store is featuring something of similar character which they sell continually, day in and day out, at a price less than the cost to the retailer. Our product is not sold through the chain stores, and we considered it a splendid opportunity to push the sale through a channel that was not competitive. If we can gain five or ten thousand new consumers by having them purchase our goods through the one-cent sale, we shall be establishing more business for the retailer who can sell our goods at a profit. . . . The retailers that are our steady customers did not find fault with the plan. The retailers that do not sell our goods, or give us very little support, were the ones that kicked.'

"Another man, thoroughly up to date and successful, who is in position to speak with ample authority, but whom I may not identify more closely, said:

"'So far as the manufacturer is concerned, I am positive that he gains nothing in the way of permanent increase in his demand even in this restricted territory. As for other locations—how is the grocer in Kokomo, Muskegon and Emporia going to feel toward the Van Camp people when he learns that their 10-cent can of tomato soup was sold at 5½ cents a can in drug stores? You cannot persuade him that the Liggett people lost money on the sale. Therefore, he is going to ask why he cannot get such a cost from the canners. He is going to sell some other soup. And the same applies to the small-town druggist in connection with all the other items listed in that sale.'

"From another manufacturer:

"'The argument about selling goods into 40,000 new homes would be very strong if it were based on fact; but it is based on fallacy, for the goods are not sold. You cannot say a thing is sold when the customer gets it for practically half price. And solid experience demonstrates that my view is sound, as may be seen from the following incident: A short time ago those people inaugurated one of those sales, and to have some goods which they could sell on the "one-cent" basis at a profit of such a character as to also "sweeten up" the sale, they asked us to put up an entirely staple preparation under our own brand. We would not do that, nor would we give them any of our well-known preparations. Finally, we did consent to give them the goods under a new name and we imprinted each package in very plain type with our name as "manufacturers." Altogether we delivered to them 120,000 packages of the item. Every package was sold during the sale. Naturally, every package carried our well-known name with it. But only one single call for those goods resulted, and that was some months afterwards and from a concern located over 300 miles from the locality of the sale..

"'Which shows that while "yellow dogs," as we call odds and ends sell easily under such pressure, they do not repeat, and that one-cent sales do not create business.'"

Arford Cigar Company Opens in Enid, Okla.

The Arford Cigar Company who have rented space in the Anheuser-Busch Building, Enid, Okla., have begun the manufacture of cigars and will soon be producing 15,000 to 20,000 a week. The cigars will be sold under the "Arford" label and will range in price from five to fifteen cents. Mr. Arford has been a cigar manufacturer for years and was located formerly in Miles City, Mont.

Deaths in the Trade

Edwin C. Way

Edwin C. Way, president and director of the Scotten-Dillon Tobacco Company, of Detroit, died on Friday last, in Marshall, Mich. Mr. Way was sixty-five years old, and a bachelor. He accumulated a fortune in the tobacco business, and leaves an estate estimated at $1,000,000.

Frank E. Macdonald Heat Victim

Frank E. MacDonald, a well known tobacco dealer of Detroit, Mich., died recently at his home, a victim of heat. The deceased was forty-four years old, and had lived in Detroit about twenty-five years, spending this time in the cigar and tobacco business. At the time of his death he was the manager of the P. D. Collins' cigar stand at 77 Michigan Avenue. He was a member of the Elks. A wife and daughter survive.

Robert C. Brown Dead

Robert Campbell Brown, former head of the Owl Commercial Company, and a director of the Excelsior Savings Bank of New York, died recently, at his home in Grand Avenue, Newburgh, N. Y., in his seventy-fifth year. He was born in Coshocton, N. Y.

Mr. Brown started in the cigar business in 1880, and was sole distributing agent for Straiton & Storm, the business later being merged into the Owl Commercial Company. Fifteen years ago he retired on account of failing health.

Mr. Brown formerly belonged to the Old Guard, the New York Athletic, Manhattan, Suburban Driving, and Press Clubs, being a life member of the last-named organization. He was also a former member of the Colonial, Cumberland, Pequod, and Phoenix Clubs, and was one of the organizers of the Order of the Mystic Shrine, his number therein being 120. In addition, he was a Mason and Knight Templar.

Mr. Brown was secretary of the Owl Commercial Company of New York and Florida at the time of his death. He is survived by his wife and one daughter.

The Real Independent Factory in Havana

"PARTAGAS"

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

CIFUENTES, PEGO Y CA.,
172 Industria :: Havana, Cuba

ROBERT E. LANE
General Representative for United States and Canada
115 Broadway New York

Meet me at the Tuller

For Value, Service, Home Comfort

New HOTEL TULLER
Detroit, Michigan

Cen.er of business on Grand Circus Park. Take Woodward car, get off at Adams Avenue

ABSOLUTELY FIREPROOF

200 Rooms, Private Bath, $1.50 Single, $2.50 Up Double
200 " " " 2.00 " 3.00 " "
100 " " " 2.50 " 4.00 " "
100 " " "3.00 to 5.00 " 4.50 " "

Total 600 Outside Rooms
ALL ABSOLUTELY QUIET

Two Floors—Agents' Sample Rooms
New Unique Cafes and Cabaret Exellente

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

MERCHANTS' TOBACCO COMPANY,
171 Clymer Street, Brooklyn, N. Y.
Merchants' Tobacco Company, buyers of cuttings, at 12½c. per pound; scraps, at 6c. per pound; siftings, at 2½c. per pound. Any quantity. Don't write, but ship promptly. Factory No. 68, First District, New York.

For Sale.

A REAL CHANCE FOR A WORKING FACTORY
FOR SALE—The owners of a long-established high-grade cigar factory in First District of Pennsylvania, making five-cent and ten-cent brands with wide distribution, are desirous of selling same, owing to pressure of other interests. Will make a big sacrifice to responsible parties with sufficient capital to take hold of proposition. $20,000 needed. Triflers will receive no attention. Address in confidence, Box 26, "Tobacco World," 236 Chestnut Street, Philadelphia, Pa.

For Sale.

FOR SALE—A good chance to get in the cigar business quick. The owner of a cigar business, established thirty years ago in one of the suburbs of Reading, Pa., making high-grade 5c. and 10c. brands, is desirous of selling the same, owing to pressure of other interests. Help plentiful. Very little raw material on hand. $2500 needed. A good chance to quick buyer. Address Box D, "Tobacco World."

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

WANTED—Responsible jobber or dealer to take output of small Clear Havana factory. Write J. W. Shelley, 3136 North Ninth Street, Philadelphia, Pa.

Foreign Buyers Notified to Discontinue

Lancaster, Pa.

Consternation was created last week among the Lancaster County holders of the 1909 leaf tobacco by the orders given to representatives of the foreign governments, who have been buying these goods for several months past, to cease buying. In several instances orders already given were canceled. The only reason given is that more goods have been bought than are needed, which is not credited as the real one.

Six months ago, before these agents began buying, there were at least 15,000 cases of 1909 goods held by Lancaster city and county buyers, and it was selling as low as 5, 6 and 7 cents a pound. While the extensive buying for the foreign governments was in progress prices rose fast, until the tobacco was selling as high as 12 cents. Only a week or ten days ago one Lancaster dealer refused 14 cents for 900 cases, this tobacco having stood him up to the present time about 21 cents. Unless the foreign agents begin buying again the bottom is likely to drop out of the market for the 1909, of which about 7000 cases still remain unsold.

Warm weather and plenty of rain are doing wonders for the new tobacco crop, which is growing with an evenness unusual in recent years. It is predicted by the old growers that unless very unfavorable weather sets in this will be the biggest crop Lancaster County has ever had and one of the finest.

William O'Neil, until recently in charge of the United Cigar Store at Aurora, Ill., has become traveling sales manager for the "United" Company. His territory will include Rockford, Moline, Waterloo and Dubuque, Ia., and South Bend, Ind.

W. R. Bostock, formerly in the employ of the United States Revenue Department, and Ferdinand Welter, a one-time prominent wholesale liquor dealer, both of Grand Rapids, Mich., have recently formed the Bostock-Welter Cigar Company, for the manufacture of cigars. They will be located at 115 Island Street, S. E., Grand Rapids, Mich.

C. J. Calnan Joins Martin Cigar Stores

Charles J. Calnan, of Linton, has located, in Davenport, Ia., where he will take charge of the wholesale business of the Martin Cigar Company. Mr. Calnan will be George Martin's assistant and will help him in his work of caring for the ten stores in the tri-cities.

Important Request

Our Information Bureau is constantly in receipt of requests for information as to the sources of supply of various brands of cigars, cigarettes, tobacco, plug, snuff, etc.

In order that we may be able to supply such information, we respectfully ask all manufacturers, as well as jobbers or agents controlling private brands, to send us complete lists of their respective brands and prices, and also to mail us from time to time, their supplementary or amended lists.

Our Information Bureau is not only a benefit to those looking for such information, but it may indeed be of untold advantage to manufacturers, jobbers or agents whose brands are looked for by such inquirers.

Moreover, this Association is endeavoring to establish an efficient Information Bureau for the benefit of the entire industry, for non-members as well as for members, and we ask for the co-operation of every tobacco man to help build up such a bureau by filing with us a complete list of their brands and prices, for which we make no charge.

Tobacco Merchants' Association of the United States

5 Beekman Street, New York City.

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MUNICIPAL PIER:—39,799. For all tobacco products. June 27, 1916. The Moehle Lithographic Co., Brooklyn, N. Y.
CENCI:—39,800. For all tobacco products. June 30, 1916. George Schlegel, New York City.
SEMENTA:—39,801. For all tobacco products June 30, 1916. George Schlegel, New York City.
SACHARIN:—39,802. For all tobacco products. July 6, 1916. Schwarzkopf & Rückert, New York City.
ONCE IN A WHILE:—39,803. For cigars, cigarettes, cheroots, smoking and chewing tobacco. July 8, 1916. Heineman Bros., Baltimore, Md.
PAUL REVERE:—39,804. For all tobacco products. July 5, 1916. Wadsworth-Campbell Box Co., Detroit, Mich.
ED. GEERS:—39,805. For all tobacco products. July 5, 1916. Wadsworth-Campbell Box Co., Detroit, Mich.
KRE-OLE:—39,806. For cigars. June 16, 1916. H. F. Kohler & Sons, Bair, Pa.
FLOR DE MADE IN AMERICA:—39,807. For cigars, cigarettes, cheroots and tobacco. July 11, 1916. American Lithographic Co., New York City.
LA DURBANA:—39,808. For all tobacco products. July 14, 1916. The Moehle Lithographic Co., Brooklyn, N. Y.
PITTSBURGH GULF:—39,809. For cigars and stogies. July 5, 1916. March Cigar Co., Pittsburgh, Pa.
PITTSBURGH VOLUNTEERS:—39,810. For cigars and stogies. July 5, 1916. March Cigar Co., Pittsburgh, Pa.
SUSURRADAR:—39,811. For cigars, cigarettes, cheroots and tobacco. July 12, 1916. American Lithographic Co., New York City.
LAN-ROSE:—39,812. For cigars, tobacco and cigarettes, etc. July 12, 1916. Wm. Steiner Sons & Co., New York City.
JEANLOW:—39,814. For cigars, cigarettes and tobacco. July 17, 1916. H. S. Loewenthal, New York City.
ABOVE THE AVERAGE:—39,815. For cigars, cigarettes and cheroots. July 14, 1916. Eli Witt, Tampa, Fla.
NEW GEORGIAN:—39,816. For cigars. July 12, 1916. Green Cove Springs Cigar Co., Green Cove Springs, Fla.
CAPTAIN PAUL KOENIG:—39,817. For cigars, cigarettes and tobacco. July 18, 1916. The Moehle Lithographic Co., Brooklyn, N. Y.
SUSURRA:—39,818. For cigars, cigarettes, cheroots and tobacco. July 12, 1916. American Lithographic Co., New York City.
GRATIFICO:—39,819. For cigars, cigarettes, cheroots and tobacco. July 12, 1916. American Lithographic Co., New York City.
SHOLOM ALEICHEM:—39,796. For cigars, cigarettes and tobacco. June 23, 1916. American Cigar Co., New York City.

TRANSFERS

BIG HEAD:—9128 U. S. T. J. For cigars. Registered January 10, 1888, by Van Wormer, Gumberg & Co., Binghamton, N. Y. Was transferred to Jos. J. Schaefer, Dayton, Ohio, on July 11, 1916.

Rob Toledo Store of Enough Good to Start New Stand

Thieves recently broke into the cigar store of T. Howard, 831 Summit Street, Toledo, O., and robbed it of more than six thousand cigarettes, several cartons of tobacco, cigars, and a small amount of money. Mr. Howard says enough goods were taken to stock a new stand.

Albany Cigar Dealer Bankrupt

Fred L. Hamon, a Lackawana fireman, has filed a voluntary petition in bankruptcy with liabilities of $6452 and assets of $125. The petition was as an individual and as a member of the Ideal Cigar Company, a partnership conducting a cigar store, at Steuben and James Streets.

The Albany creditors include Ralph P. Branche, $1000, and Walter L. and Leo Branche, $1000, in litigation; P. F. McGowan, $300; Muhlfelder and Illch, $200; Thomas P. Farrelly, $261.

Branch Cigar Factory for Enid, Oklahoma

George Cunliffe, of the General Wayne Cigar Company, of Wooster, O., is in Enid, Okla., making arrangements for the opening of a branch factory in that city. They have rented space in the Wood Building. George and Ben Alcock have returned to the home factory to prepare for the shipping of raw materials to Enid. As soon as the supplies arrive the factory will be opened.

Smokers' Articles in Demand in Haiti.

Moderate-priced cigarette and cigar cases are difficult to obtain in Haiti. About the only classes of these articles to be had are unduly ornate and expensive, made of leather and manufactured in France. A nickeled cigarette case holding twelve cigarettes which could be retailed for two gourdes (forty cents) would prove popular; also a line of low-priced imitation amber and silver-mounted cigarette holders, with cases.

Several varieties of automatic pocket cigar lighters, operated by pressing a spring or drawing a piston over a flint, would prove a taking novelty, as matches are somewhat expensive. A line of cheap pipes made to resemble the $1.50 quality, bowls of imitation brier, stems of imitation amber or black rubber, and trimmings of bronze or nickel plate, in assorted shapes and sizes, would find a market.

A cigarette and cigar factory at Port au Prince, owned by American capital and maintaining numerous retail depots at various places on the island, is interested in the foregoing lines and would be glad to hear from manufacturers of the above. It is preferred to deal direct with manufacturers rather than through middlemen.—Commerce Reports.

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
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Compañía Litográfica De La Habana
Oficina Principal, San José No. 23, Habana, Cuba
Manufacturers of
FINEST QUALITY IMPORTED
Cigar Box Labels, Bands and Trimmings
Show Cards and Advertising Materials
GARRETT H. SMITH, 106 E. 19th St., New York
Sole Agent United States and Canada

JOSE F. ROCHA Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.

IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.

Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.

Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania

151 North 3d St., Philadelphia

E. Rosenwald & Bro.

145 WATER STREET --- NEW YORK

A. Cohn & Company

Importers of Havana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra

142 Water Street, . . . New York

Established 1870 Factory No. 79

S. R. KOCHER

Manufacturer of Fine Havana and Domestic Cigars and Packer of Leaf Tobacco

Leading brands—"Volitta," "Quaker," "Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"

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JOHN F. HEILAND & CO.

Lancaster County Fancy B's

LANCASTER, PENNA.

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

JULIUS MARQUSEE, 141 Water Street, New York
Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3956 JOHN

Established 1890 Correspondence Solicited

KEYSTONE VARIETY WORKS
HANOVER, PENNA.

Cigar Ribbons, Silk Imitation and Muslinola Ribbon Printed or Stamped in Gold or Silver

Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

CARDENAS y CIA Cable Address, "Nasdecar"

Almacen de Tabaco en Rama

SPECIALTY—VUELTA ABAJO AND ARTEMISA

126 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER

=Leaf Tobacco Merchant=

HAVANA, CUBA—Consulado 115

NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons Write for Sample Card and Price List to Department W

WM. WICKE RIBBON COMPANY

Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain

WOODHAVEN AVENUE, GLENDALE, NEW YORK

The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

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GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK

MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.

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LOUIS G. CAVA, Mgr.

J. K. LEAMAN

Packer of and Dealer in **Leaf Tobacco**

Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-In-Hand, Lancaster Co., Pa.

John F. Nissly & Co.

Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 196 WATER STREET, NEW YORK

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office: SAN MIGUEL 136 Puerto Rico Warehouse: CAYEY New York Office: 178 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.

Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

THE YORK TOBACCO CO.

Packers and Jobbers in All Grades of **LEAF TOBACCO**

Office and Warehouse, 15 East Clark Avenue, YORK, PA.

MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sawed CIGAR BOXES, Go to Established 1860

Keystone Cigar Box Co., Sellersville, Pa.

Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer

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MILTON H. RANCK

Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Michaelsen & Prasse

Commission Merchants
Leaf Tobacco & Cigars

18 Obrapia Street, Havana, Cuba

Address: Cable "UNICUM" P. O. Box 28

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877 NEW FACTORY 1904

H. W. HEFFENER & SON

Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA.

HEYWOOD, STRASSER & VOIGT LITHO. CO.

26th STREET & 9th AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS
BANDS AND TRIMMINGS

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179 West Washington St., Chicago, Ill.

PHILADELPHIA OFFICE
322 Chestnut Street

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS
90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO
CLARENDON ROAD & EAST 37th ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
FOLDING BOXES, ETC.

Wm. STEINER, SONS & CO.
257-265 WEST 17th ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST

EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. ∴ No bogus Advertising admitted.

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IRREGULAR PAGINATION

HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE
179 West Washington St., Chicago, Ill.

PHILADELPHIA OFFICE
322 Chestnut Street

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN. AROMATIZER. BOX FLAVORS. PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Parmenter Wax-Lined Coupon Cigar Pockets

AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known

Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS **90 Wall St., New York**

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37th ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY CIGAR BANDS SHOW CARDS FOLDING BOXES, ETC.

WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST

EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. .·. No bogus Advertising admitted.

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IRREGULAR PAGINATION INTENTIONAL 2ND EXPOSURE

WE GUARANTEE

Copenhagen Snuff

To Be

ABSOLUTELY PURE

WE guarantee Copenhagen Snuff is made from the whole leaf of Tennessee and Kentucky Tobacco—scrap (pieces of tobacco) is not used in it.

We guarantee the sweetening and seasoning and flavors and scent, in fact everything that is added to the tobacco or put on the tobacco, is pure and may be used freely in food under the United States Pure Food Laws.

OUR OFFER

THAT every user of Copenhagen Snuff can feel entirely safe and know that he is using a pure tobacco, we offer to any man (including our own employees) Five Thousand Dollars who will show our guarantee to be incorrect, or to any man who finds in Copenhagen Snuff as manufactured and shipped by us anything used in the tobacco or on the tobacco that may not be used freely in food products under the United States Pure Food Laws.

Weyman-Bruton Company

50 Union Square

New York

J. Peterson PRESIDENT

A Favorite with the BEST Cigar Stores Restaurants Hotels and Clubs

Manufacturers

PEDRO CASTRO & CO., Tampa, Fla.

New York Distributers

LOUIS G. SMITH & CO., 52 Beaver Street

LA PREFERENCIA 10¢ CIGAR "30 Minutes in Havana"

HAVANA AMERICAN CO.

111 FIFTH AVENUE NEW YORK

The Man Who Smokes Them Says—

"It is the BEST CIGAR VALUE IN THE WORLD at 5c."

That is the reason the

John Ruskin

Cigar is one of the World's Biggest Sellers.

John Ruskin 5¢

THEY COULD BE SMALLER-BUT NOT BETTER

John Ruskin Cigars are hand-made and the Havana tobacco used is the choicest grown. They're mild—Big and Fragrant,

Valuable Profit Sharing Voucher on the Band of Each John Ruskin Cigar.

I. LEWIS CIGAR MFG. COMPANY

NEWARK, N. J.

Largest Independent Cigar Factory in the World.

They always follow a winner, that's why you hear about so many

BOLD

imitators. That's why you hear so many salesmen mention **BOLD** when they try to sell their brands. **BOLD** is selling so fast these days that it hasn't time to be polite and stop to say "Excuse my dust." **BOLD** must keep going. It must keep

"ABOVE ALL"

(Signed) L. M. Walters

Eastern Representative for

BOBROW BROS.

PHILADELPHIA

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Official Inspection to Insure Quality of Philippine Tobacco

Cigar Production for Fiscal Year Shows Healthy Increase

A. B. Powell on Manila Cigars

The Dutch Tobacco Market

The Manufacturer, and Branded Goods By C. C. Parlin

A "Reynaldo" Cigar in Everett

Knickerbocker's Broadway Jottings

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881

Vol. XXXVI No. 16

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

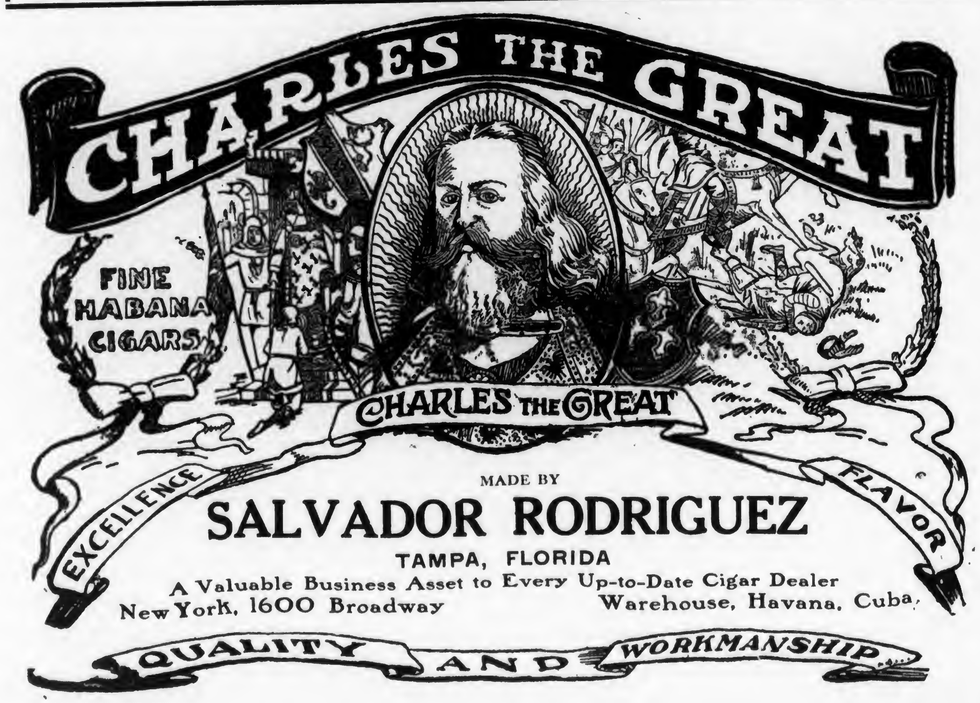
Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

TRADE MARK
Reg. U. S. Pat. Office



MADE BY

SALVADOR RODRIGUEZ

TAMPA, FLORIDA

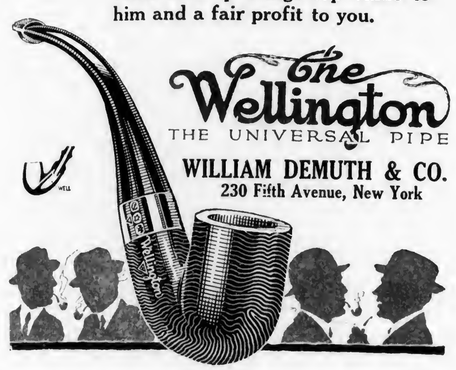
A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba

Pipe Selling is Easier When You Sell the Wellington Pipe

W D C TRADE MARK

The man who is offered a Wellington has no doubts or arguments. He's buying the famous "well" feature and a clean, cool smoke—and he knows it. His 35 cents and up brings top value to him and a fair profit to you.



WILLIAM DEMUTH & CO.
230 Fifth Avenue, New York

Londres Grandes

The Juan P. Portuondo CIGAR MFG. CO.
PHILADELPHIA

MANILA CIGARS

As Mild and as Cool

as a breeze from the sea—Manila Cigars burn perfectly—They are all hand made, Spanish method—They have body and character—A high standard of quality is rigidly maintained under Government supervision and inspection.

Look for the Government Guarantee Stamp on Every Box

De Luxe Segars

THE CALIDAD SIZE RETAILS FOR A DIME

Wonderful Value

CLEAR HABANA—FULLY MATURED

MADE BY

JOHN W. MERRIAM & CO.

101 Spring Street, New York

[MERRIAM CIGARS INC., SUCCESSOR]

For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

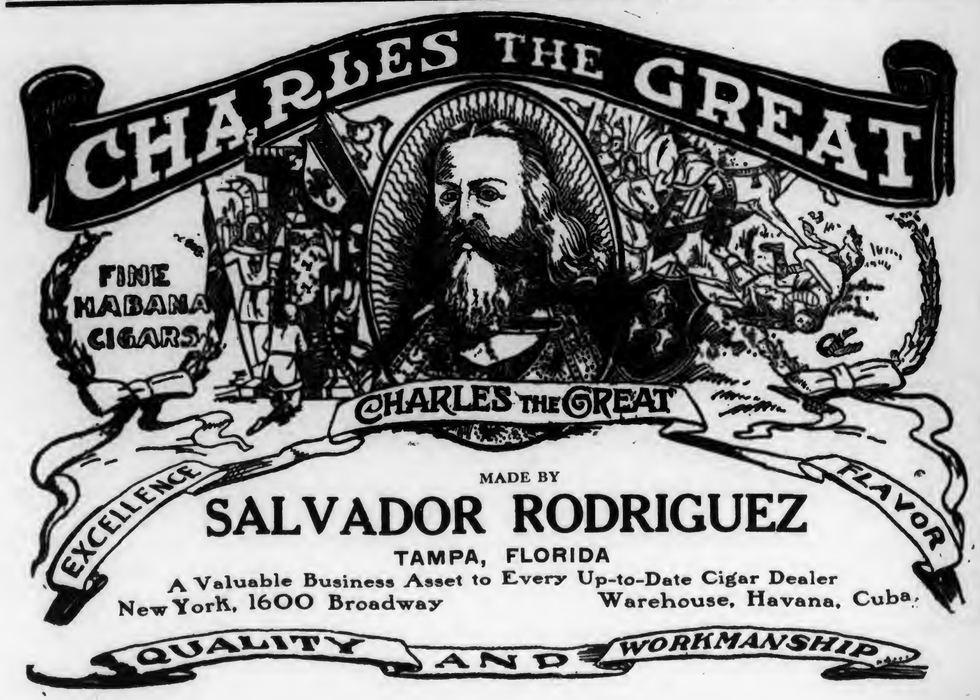
Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

TRADE MARK
Reg. U. S. Pat. Office



MADE BY

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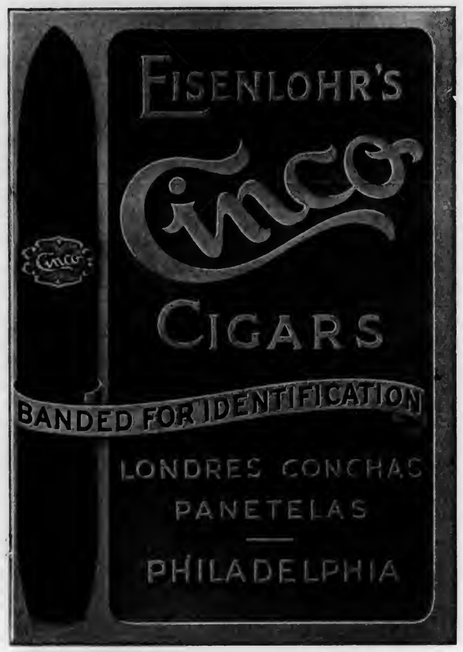
INTENTIONAL 2ND EXPOSURE



Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street · New York

Board of Trade Bldg., Montreal, Canada

SOL HABANA

Behrens & Co.

Havana, Cuba

Estrella No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

MURAD

THE TURKISH CIGARETTE

15¢

TURKISH Tobacco is the WORLDS MOST FAMOUS Tobacco for CIGARETTES

"A RACE ain't *all* in gettin' started first", as the tarrypin said when he passed the rabbit on the road. The two years VELVET spends in gettin' started helps to make it a winner.

Velvet Joe

VELVET'S *two years* ageing is *important!*

It means the difference between "just tobacco" and **VELVET**—the smoothest Smoking Tobacco.

Nature does a lot in those two years. All harshness disappears, the flavor is improved, mellowness is brought out to the full—and **VELVET** is the result.

Liggett & Myers Tobacco Co.

Velvet THE SMOOTHEST SMOKING TOBACCO

Reproduction of a VELVET SMOKING TOBACCO advertisement appearing in the National Magazines

The Real Independent Factory in Havana

"PARTAGAS"

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

CIFUENTES, PEGO Y CA.,

172 Industria :: Havana, Cuba

ROBERT E. LANE

General Representative for United States and Canada

115 Broadway New York

EL GENIO

Clear Havana Cigars

Made in Tampa, Fla.

P. Verplanck & Co.

263 Fourth Ave. New York

Who found Sweet Caps in every cross-road store wherever he traveled?
Ask Dad, he knows
SWEET CAPORAL
Why did your Grand-Dad smoke the
Ask Dad, he knows
SWEET CAPORAL
SWEET CAPORAL
Who smoked Sweet Caps on his high-wheel bicycle?
Ask Dad, he knows
Why are Sweet Caps sold in the highest class clubs and hotels?
Ask Dad, he knows
SWEET CAPORAL

Painted Bulletins like the above are 12 feet high and from 25 to 50 feet in length, painted in striking colors and are located where the dealer most good.

We help to sell what the dealer buys

The dealer wants

the manufacturer whose products he handles to advertise where it will do him some good.

He wants this advertising where his customers will see it when they want a smoke.

He wants it to create a demand or to introduce the product so he can sell it.

He wants continuous advertising to keep his stock moving.

The dealer gets

just exactly what he wants in our gigantic Painted Bulletin and Wall campaign for *Sweet Caporal* Cigarettes.

Our Painted Displays are located where they can be seen by thousands of smokers.

They are located at short distances apart in the territories where the dealers are.

They are active salesmen 365 days a year and will be maintained for many months.

CHICAGO Thos. ... Company NEW YORK

The Largest ... pany in the World

NATIONAL SALES REP... FOR 87 PRINCIPAL CITIES

TIGHT BINDING TEXT CUT OFF

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla.

LIPSCHUTZ'S
44
CIGARS

"44" Cigar Co. Philadelphia

BAYUK BROTHERS

FIVE CENT CIGAR

PHILADELPHIA

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

E. H. GATO CIGAR COMPANY

FOR FORTY YEARS THE STANDARD — By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. — New York Office: 203 W. Broadway

T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

DIAMOND JOE
MARK
CIGAR FACTORY
ESTABLISHED 1850

Charles Denby

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE

H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.

General Offices. PITTSBURGH, PA.

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE — FACTORY — WAREHOUSE
222 PEARL STREET — TAMPA — LEALTAD 129
NEW YORK — FLORIDA — HAVANA

YEARS OF EXPERIENCE HAVE MADE

PUNCH

A Cigar with Hardly a Rival

MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba
AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

"LA MEGA" *MADE IN BOND*

HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP

V. Guerra, Diaz & Co., Tampa, Fla.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. — New York

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.

RICHMOND, VA.

Best Quality **Best Known**

EDEN

The Cigar Without a Peer

Calixto Lopez y Cia
Habana

New York Office— 257 Fourth Ave.

Meet me at the Tuller

For Value -Service, Home Comfort

New **HOTEL TULLER**
Detroit, Michigan

Cen.er of business on Grand Circus Park. Take Woodward car, get off at Adams Avenue

ABSOLUTELY FIREPROOF

200 Rooms, Private Bath, $1.50 Single, $2.50 Up Double
200 " " " 2.00 " 3.00 " "
100 " " " 2.50 " 4.00 " "
100 " " "3.00 to 5.00 " 4.50 " "

Total 600 Outside Rooms
ALL ABSOLUTELY QUIET

Two Floors—Agents' Sample Rooms

New Unique Cafes and Cabaret Exellente

SANCHEZ Y HAYA

Factory No 1

Tampa. Fla.

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

hese goods are the last word in fine cigars made from the choicest "Vuelta bajo" tobacco, under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each. Package and goods show quality and class in every detail.

"La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

SANCHEZ Y HAYA, Tampa, Florida

Stop! Look! Listen!

This is the psychological moment for you to begin to use domestic wrappers. The condition of the imported wrapper market is dangerous. If you don't look out you will work another year for nothing, or at a loss. $1.85 per pound duty; labor higher than ever; fillers and binders higher than ever; and imported wrappers dangerously high; these are facts that spell—NO PROFIT FOR YOU.

We have some fancy, light, fine quality

GEORGIA and FLORIDA Wrappers

that burn and taste as good as any imported wrapper. They will make money for you on every cigar that you sell.
Use Florida, Georgia and Connecticut Shadegrown.
The only way that will enable you to make money, is to please your customers. Which would you rather be, prejudiced or prosperous? It's up to you.

AMERICAN ALWAYS **SUMATRA SELLS** **TOBACCO THE** **COMPANY CHOICEST**

TOBACCO

142 Water Street, - New York.

Besides the Tobacco—

What Characterizes a Good Cigar?

AROMA — FRAGRANCE
FRESHNESS — CLEANLINESS

Without them, your smoke cannot be popular. Do you not think it wise to see that these qualities are ably protected and preserved?

Heekin Cans

not only keep cigars, stogies and tobacco in perfect condition indefinitely, but due to the attractive lithographed (NOT stenciled) designs, they add a selling power that is of inestimable value.

All Sizes—All Shapes.
Prompt service on all orders.

The Heekin Can Co.
Culvert, Sixth and New Sts.
Cincinnati, Ohio

"Heekin Can Since 1901"

Smoked from Coast to Coast

"Flor de San Martin & Leon"
"Hoyo de Cuba"
"El Briche"

Genuine Clear Havana Brands
Made-in-Bond

¶ San Martin & Leon cigars are guaranteed to be long filler, hand made by the Spanish method, manufactured in Tampa, Fla., from tobacco imported from our own plantations in the famous Vuelta Abajo district in Cuba.

¶ The value of these brands to the jobber and dealer is demonstrated by their constantly increasing sales throughout the country.

San Martin & Leon
Tampa, Florida

Flor de **Jeitles**
CLEAR HAVANA CIGAR
5¢
JEITLES & BLUMENTHAL, Ltd.
PHILADELPHIA.

FRAT certainly did one thing, viz: raise the tobacco-value-giving limit sky-high.

10c quality—10c quantity—retails in the Patterson duo-paper package at

5c

Would cost double in tins.
Most jobbers are supplied.

Patterson Bros. Tobacco Co. Inc.
Original Pattersons of Richmond, Va.

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. {London, 8 Regent St., S. W. {Capetown, South Africa Calcutta, 10 Government Place Alexandria, Rue Cherif Pacha CAIRO, Head Office and Factory Hamburg, 18-20 Grosse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD — PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVI. PHILADELPHIA AND NEW YORK, AUGUST 15, 1916. No. 16.

OFFICIAL INSPECTION TO INSURE QUALITY OF PHILIPPINE TOBACCO

Regulations Governing Leaf Inspection Effective August 1st—Director of Agriculture Has Power to Regulate Planting, Seed and Methods of Cultivation and Curing

THE law passed by the recent legislature of the Philippines providing for the inspection of tobacco grown on the islands did not become effective until August 1st, following the postponement by the Collector of Internal Revenue for the Philippine Islands. By this law all tobacco for export from the islands is to be officially inspected. The law seeks as well to improve the methods of production and the quality of tobacco grown on the islands. The enforcement of the provisions of the law is placed in the hands of the Collector of Internal Revenue, but it is provided that the Director of Agriculture shall co-operate with the collector in matters relating to the production and improvement of quality of the leaf.

This matter, which is of vast importance in a recent to the growers and manufacturers in the Philippines is reviewed in a recent issue of the "Commerce Reports," by J. F. Boomer, the Manila correspondent. The growing importance of the Manila cigar business in the United States is of sufficient importance to warrant the publication in part of the article which follows:

"The promote the growing of a better grade of the product and more of it, the Director of Agriculture is given the power to regulate the planting, the kind of seed to be used, and the methods of cultivation and curing.

"The Director of Agriculture may, whenever he deems it necessary, order the purchase and distribution of seed from well-developed tobacco plants. This seed must be thoroughly cleaned, and must be distributed gratuitously by the agents of the Bureau of Agriculture, care being taken that the distribution is made impartially and proportionately among the growers.

"All curing of the leaf must be done in a building or curing shed constructed in accordance with specifications issued by the Director of Agriculture. This provision is applicable only to growers who raise tobacco for the market, and not exclusively for their own consumption. To facilitate compliance with this provision the Director of Forestry s obliged to issue free of charge to any tobacco producer a license to cut timber of the first group for the purpose of constructing drying or curing sheds in conformity with the official specifications. This provision for gratuitous license to cut timber is to last for three years.

"To comply with the obligations laid upon it by this act, the Bureau of Agriculture is provided with special inspectors for the tobacco provinces. They are not to be subject to the rules of the civil service, and shall not receive more than $50 per month, with the provision of $1 per day for service outside the municipalities in which they may be officially stationed. Such inspectors are to be chosen, so far as possible, from the provinces in which they are to serve, and must be persons of "great influence and proven knowledge in matters relating to the planting and production of tobacco." Their pay will also include their actual and necessary traveln expenses.

"As a further means of stimulating the production of

(Continued on Page 18)

CIGAR PRODUCTION SHOWS HEALTHY INCREASE DURING THE FISCAL YEAR

Approximate Estimate Shows Increase of More Than 240,000,000 Cigars—Cigarette Production More Than 21,000,000,000—First District of Pennsylvania Leads Country

WITH possibly one exception, the calendar year of 1913, the production of large cigars bids fair to establish a record in 1916. From such statistics as are available the production of large cigars for the fiscal year ending June 30, 1916, will exceed 7,300,000,000 cigars, exclusive of those made in bond. This is an increase over the fiscal year of 1915 of more than 245,000,000 cigars. Despite this enormous increase it is doubtful if there has been a proportionate amount of profit to the manufacturers, owing to the increased cost of production.

The cigarette production fulfills all predictions, wild as they may have seemed when they were made. Approximate figures show that the production for the fiscal year totals more than 21,000,000,000, fulfilling George J. Whelan's prophecy, made early in the year. This is an increase of more than 4,330,000,000 over the production of the fiscal year ending June 30, 1915. If the output for the first six months of the year is maintained the total for the calendar year of 1916 will total more than 22,000,000,000.

Herewith we append the production of cigars and cigarettes for the fiscal year of 1915-16. They include all Porto Rican products, but do not include the Manila imports.

1915	Cigars	1915	Cigarettes
July	609,266,563	July	1,723,316,395
August	625,491,820	August	1,736,008,700
September	639,128,296	September	1,635,574,272
October	671,160,773	October	1,725,074,599
November	683,527,043	November	1,752,491,776
December	580,299,916	December	1,443,731,971
1916		1916	
January	510,786,983	January	1,658,717,681
February	538,922,640	February	1,664,744,953
March	603,782,523	March	1,773,675,272
April	551,571,190	April	1,576,107,984
May	643,507,113	May	2,070,955,752
June	646,621,120	June	2,312,412,384
	7,304,065,980		21,072,811,739

In this connection it is interesting to note that according to an announcement made by Collector of Internal Revenue, Ephraim Lederer, the First District of Pennsylvania leads the country with a production of 801,662,700 large cigars, which represents an increase of more than 50,000,000 over the previous year. The Ninth District of Pennsylvania is said to be second, with a production of 677,025,473. The Third District of New York is given third place, with a production of 499,564,110.

Little cigars show a falling off over the previous year. Manufactured tobacco and snuff show an appreciable increase over the production of the previous year.

J. Durbin Acker is back from his vacation in the Poconos where he spent considerable of his time on the links.

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And now comes the rumor that several of the large companies will cease to pack coupons with their cigarettes, and quickly following this comes an announcement that such a rumor is without foundation, as regards several of the concerns mentioned. The fact is, however, that coupons are being discontinued with certain brands of cigarettes manufactured by different concerns.

"Dropping The Pilot"

We have in mind two large selling brands of cigarettes, retailing for fifteen cents and twenty cents, respectively, the package of ten, that apparently have reached their enormous sales on merit backed by judicious advertising. Naturally, the fifteen cent brand outsells the twenty cent brand, but neither have reached the maximum of their sales because neither brand has ever been extensively advertised until recently. They are smoked because of their intrinsic qualities, and coupons would not add to their popularity.

On the other hand, there are brands selling at ten and fifteen cents the package of twenty, with coupons, which have also attained enormous sales. Coupons are also packed with some nickel brands. We have observed, however, that regardless of the price the coupon is as a rule most carefully preserved. Statistics show that all kinds of coupons and trading stamps are showing higher percentages of redemption than ever before. Where the price of the cigarettes have been the same certain classes of smokers have been observed to select the goods containing the coupon.

Despite the cry that the consumer pays for the coupon or premium, he has yet to be convinced of the fact sufficiently to throw the coupon or trading stamp away. Ask "United" salesmen what percentage of the customers fail to take their coupons with their purchases. You will find that the number failing to do it is small.

While we have no available figures we feel very certain that once the smoker becomes acquainted with a cigarette packing the coupon he is quite likely to continue smoking it as long as the coupon is there. And we also believe that advertising featuring the coupon in the package has time and time again brought very favorable results.

The collecting of coupons is distinctly an American habit and there is no disputing its effect on sales. Whether or not a man actually smokes more in order to increase his hoard of coupons we doubt very much. But we believe the coupon is a lure of no mean sales value.

We understand that the United Cigar Stores Company has not even discussed the advisability of discontinuing the coupon, and as this concern was not among those originally mentioned in the rumor we can see no reason why they should. In a strict sense they are not manufacturers and do not pack coupons, but give them away with purchases. While the more discriminating can be appealed to by service, quality, environment and the condition of the stock, we doubt if these features alone would maintain the enormous sales of that concern if they dropped the coupon.

The increasing cost of production in the cigar and cigarette industry presents a serious problem to the manufacturer and undoubtedly the redemption of coupons cuts some healthy figure with surplus and dividends. It is stated by a financial journal that the saving to one concern during the first week of the discontinuance of coupons packed with certain brands would equal on a yearly basis a 6 per cent. dividend on the common stock.

When the value of coupons redeemed reaches, with one concern, such a figure as intimated above it is hard to believe that the coupon has not been a decisive factor in the upbuilding of sales on certain brands. We cannot but feel that the elimination of the coupon will have an immediate effect on the brands affected. In six months' time it should appear just how many of that brand were consumed because of the coupon and just how many because of the actual cigarette value.

With such heavy redemptions the sales must have been enormous and we wonder if the coupon will prove to have been the pilot to a successful business, in these specific cases.

According to recently compiled statistics, the Cigarmakers' International Union has, during the past thirty-six years, spent more than $12,000,000 in caring for its sick, destitute and unemployed members.

Morris D. Neumann Banquet Guest in Dayton

IT is not an uncommon thing for a cigar manufacturer to be asked out to dinner when on the road but it does not happen every week that a jobber gets up a regular banquet in honor of a gentleman of the above-mentioned calling.

An exception to this statement, however, was found in Dayton, O., recently when Morris D. Neumann, the genial head of the Neumann & Mayer Company of this city, was tendered a banquet at the Haynes Hotel by G. W. Weakley, president of the Weakley-Worman Company, who are the distributors for the "Bella Mundo" cigar.

The banquet was sponsored by G. W. Weakley, and was attended by the entire selling staff of the firm. While the speeches were being made the diners smoked the Bismarck size of "El Tellos" and listened to the plans for making "Bella Mundo" one of the big selling nickel brands of the Middle West. Mr. Neumann, Mr. Weakley, J. H. Keough, head of the cigar department, and T. E. Laukhuff, general manager, all responded to the request for "a talk." Also did C. J. Geyer and B. B. Geyer, of the Geyer-Dayton Advertising Company.

Plans were discussed for a new selling campaign for the "Bella Mundo" cigar with a view of educating the smoker to its many excellent points. The increased distribution of the brand will make necessary a revision in sales methods and it was for a discussion of the matter that Mr. Neumann went to Dayton.

Among the diners were Dan Kunz, D. O. Sanders, E. L. Howett, W. O. Leslie, E. A. Kiefer, C. H. Gillaugh, O. H. Windon, A. W. Ryman, R. E. Muma, and U. B. Neubrand.

It is needless to say that Mr. Neumann was quite surprised by the banquet and that he deeply appreciated the compliment. It was a fine appreciation of the many sterling qualities of character of Morris D. Neumann to make him the guest of honor on such an occasion.

Wm. R. Bullock, manager of the Mitchell, Fletcher & Company Cigar Department, at Twelfth and Chestnut Streets, is spending his vacation in New England and the Maine Lake District. He is expected back the latter part of the month.

Samuel Bayuk, of Bayuk Brothers, is spending his vacation at Atlantic City. Rumor has it that he is fast becoming an expert with the hook and line.

George King, proprietor of the Fraser cigar store on Center Street, Baker City, Ore., has sold the business to L. N. Case.

Schulte Gets Store in Green's Hotel

THE cigar store on the northeast corner of Eighth and Chestnut Streets, in Green's Hotel, vacated some months ago by the United Cigar Stores Company, has recently been leased for a term of years to D. A. Schulte, Incorporated.

This apparently will be the pioneer store of the Schulte chain in Philadelphia, although negotiations are pending for at least six other locations.

The leasing of the store to the Schulte chain is significant inasmuch as the "United" gave up the location rather than stand for the rental asked. The lease was negotiated by Mastbaum Brothers & Fleischer, representing the Continental Equitable Trust Company, and there is every reason to believe that the concessions as far as rental is concerned amounted to very little. It is understood that the "United" had been paying $10,000 a year for the corner, but that when their lease expired they concluded that the locaton was not worth that much. There are very few cigar stores in the city the rental of which exceeds $10,000. This location was one of the first taken by the "United," when the chain invaded Philadelphia.

Terry & Duncan in Involuntary Bankruptcy

On August 11th an involuntary petition in bankruptcy was filed against Albert W. Terry, Jr., trading as Terry & Duncan, located at Tenth and Chestnut Streets. The petitioners were Sanchez y Haya Company, San Martin & Leon and Antonio, Roig & Langsdorf. Judge Dickinson appointed William D. Duncan receiver under a bond of $12,500, with instructions to continue the business for thirty days. A rehearing is set for August 26th.

It is understood that the assets of the company will total less than $10,000, while the liabilities are likely to reach $30,000.

The firm has been established in that location about seven years. William D. Duncan, a former partner, and now receiver of the company, withdrew from the firm several years ago.

Besides the store at Tenth and Chestnut Streets, the concern also had the cigar privileges in the Casino at Willow Grove.

The factories of Jeitles & Blumenthal are reported exceedingly busy in their attempt to catch up with orders before the fall season begins. The demand is concentrating at present on the national size of "Statesman" and the new "Masterpiece."

IRREGULAR PAGINATION

Knickerbocker's Broadway Jottings

Justin Seubert is back again after a brief vacation in Massachusetts.

Among those recently returned from Havana is Robert E. Lane, who has been visiting the Partagas factory.

Albert Falk, of the Falk Tobacco Company, is now in the West on business.

Matthew W. Berriman is back from his Canadian camp, where he spent a brief vacation.

R. M. Glenn, of Seidenberg & Company, is now in the West looking after the interests of the firm's brands.

Harry Moulsdale, Sanchez y Haya representative, came to town recently from Philadelphia.

Reuben Ellis, of the Tobacco Products Corporation, has returned from his vacation and is again at his desk.

Roman Dobler has recently connected with Park & Tilford, and hereafter will represent that well-known house in the Central West.

R. L. Henry, of the cigar leaf department of the P. Lorillard Company has been elected a director of that concern.

E. F. Ames, of the Publicity Department of the United Cigar Manufacturers' Company, is taking a vacation from his strenuous labors and is seeking a rest in the White Mountains.

E. R. Lincoln, of Pohalski Brothers, left recently for the Pacific Coast where he will give an impetus to the "First Consul" and other factory brands. L. A. Lincoln has returned to the office from his vacation.

Julius Lichtenstein, president of the American-Sumatra Tobacco Company, has recently gone to Connecticut to look after the interests of the company in the new crop.

Paterno Brothers have recently leased to the United Cigar Stores Company the store located at 2945 Broadway and as soon as alterations are completed a branch will be opened there.

Alas! After sending A. V. Jockel away in his new touring car, accompanied by Charles Fox, for a vacation in the Adirondacks, he failed to make good, and instead is still working away in his office.

A. Determann, of the Manila Commercial Company, anticipates the arrival of 870,000 cigars on the S. S. "Nippon Maru," due in San Francisco about the first week in September, and 770,000 on the U. S. S. Transport "Sheridan," due at the same port about September 15th.

A two-story addition is being planned for the factory of the American Tobacco Company at 531 W. Twenty-second Street. The plans were drawn by Paul C. Hunter. The American Tobacco Company occupies the greater part of the block on the north side of the street between Tenth and Eleventh Avenues.

A. J. Lachman, of the West Indies Cigar Company, is expected home this week, after a trip through the South.

T. A. Wysard, vice-president of the Havana-American Cigar Company, has left his office for a brief vacation.

William Taussig, of Chicago, was a recent visitor in the leaf district.

Sidney J. Freeman, the popular Manila man, has been making the rounds of the trade in New England.

Harry Spingarn has returned on the "Noordam" from Holland, where he attended the Sumatra inscriptions.

Sidney Goldberg, of Simon Batt & Company, has returned from his trip to Havana, where he made extensive purchases of leaf.

C. A. Weeks, of the Smoking Tobacco Department of the American Tobacco Company, has been on the invalid list, but is at work again.

Marc A. Brummer, of E. Regensburg & Sons, will leave shortly on a trip through the West. The sales force plans to make this a big year for the Regensburg brands.

John Locker, the w. k. Brooklyn jobber, is on the sick list and will probably be absent from his office for several weeks.

Vincent Planco, of Ruy Suarez & Company, has returned from Havana, where he made some selections of leaf for the factory.

Julius Klorfein, who has been ill for several weeks has recovered sufficiently to be at his office for a short time each day.

Alfred Esberg, vice-president of the United Cigar Manufacturers' Company, has recently left the city for an extended trip through the West.

After a brief visit to New York Samuel Kingsbaker, of the Kansas City jobbing firm of that name, returned home after securing among other new brands Regensburg's "Admiration."

D. H. Byrnes, of M. A. Gunst & Co., who recently returned from Honolulu, is filling the position of wholesale manager in the absence of Louis Cheney, who is on his vacation.

A recent visitor to New York was J. D. Walsh, manager of the Fort Pitt cigar stand, who has been entertained by S. P. Coe, of the cigar department of Acker, Merrall & Condit.

Sixty dollars a square foot is said to be the price paid by the United Cigar Stores Company for the renewal of their lease of the store at Madison Avenue and Forty-second Street.

According to O. Osterloh, president of the Standard Tobacco Company, the "Arcadia" cigarettes, recently put on the market, are taking well with the consumer, and there is every indication that the brand will prove a big seller.

Schulte Secures Prominent Broadway Location

THE SCHULTE CIGAR COMPANY have leased from the Waterman Pen Company for a long term of years the southerly portion of the ground floor in the property at 189-91 Broadway, southwest corner of Dey Street, and will open a branch establishment. The entire building was recently leased by the Waterman Pen Company, and on May 1, 1917, the pen company will vacate the Broadway and Cortlandt Street corner occupied by them for many years. The Schulte Company recently leased the Broadway and Cortlandt Street corner and sub-let same to the Louis K. Liggett Company, owners and operators of Riker-Hegeman Drug Stores.

The Schulte Cigar Company has also leased a large portion of the ground floor and basement in the building formerly occupied by the Latimer Furniture Company at the junction of Flatbush Avenue and Fulton Street, Brooklyn, and upon completion of extensive alterations to the building will open a branch establishment on the corner portion of the property leased. The Schulte Company have been very active in leasing property in this section and only a week ago leased through Pease & Elliman in the building owned by the Realty Associates, a large ground floor and basement space extending from Flatbush Avenue through to Livingston Street, and in addition operate a store at 589 Fulton Street, at the corner of Flatbush Avenue, extension and also control 575-77-79 Fulton Street in addition to a Flatbush Avenue extension of the same property, on which the Schulte Company recently erected a one-story building.

They have also leased through Pease & Elliman, the Kleiman cigar establishment at No. 754 Broadway, Brooklyn, at the junction of Broadway, Flushing and Graham Avenues, being one of the important transfer corners. The lease is for a term of years and on or about August 10th, the Schulte Company will open a branch establishment. This is the latest of a series of important leases recently negotiated by the Schulte Company for branch establishment locations in Brooklyn and New York City.

"Harmony Pipe Blend," New Liggett & Myers Offering

Liggett & Myers have recently put on the market a new smoking tobaco mixture called "Harmony Pipe Blend," which retails two ounces for fifteen cents. This brand will also appear in "Smokarol" form. It is stated by Liggett & Myers that "Harmony Pipe Blend" is the result of almost two hundred experiments in the blending of fine smoking tobacco leaf.

A big national advertising campaign is to be started on the brand.

The brand is supplied only in drop shipments, the dealer receiving a free deal of one-half pound in five.

S. H. Furgatch, of S. H. Furgatch & Company, reports that Al Korn is sending in some good orders for the "Vega del Rey" and other brands. Mr. Furgatch was a recent purchaser in the Sumatra market and secured some excellent leaf.

"United" Sets New Record for Store Rental

A NEW record was set for Forty-second Street rental values when the United Cigar Stores Company closed a contract with August Heckscher, agreeing to pay about $60 a square foot for a small store on the southeast corner of Forty-second Street and Madison Avenue.

About four years ago the United Cigar Stores Company rented the store on this corner, containing about 375 feet at a rental of $10,000 a year, or about $27 a square foot from Walter J. Salomon, who held the entire premises under a twenty-one year lease, given by the Fleiss Estate.

Some months ago Mr. Heckscher bought this leasehold as well as the adjoining realty as a site for the structure now in course of erection.

The United Company realizing that the corner was one of the most valuable in the city for one of its stores, immediately opened negotiations with Mr. Heckscher and finally signed contracts recently, agreeing to pay a rental of $15,000 a year for the corner store in the new building. This store will have a frontage of 11 feet 9 inches on Forty-second Street, and 27 feet on Madison Avenue. Despite the fact that it is somewhat smaller than the old store, the company agrees to pay $5,000 a year more rent, or about $60 a square foot.

H. Duys & Company Receive Additional Sumatra

With the arrival of the steamer "Noordam" from Holland there was received for H. Duys & Company, the well-known Sumatra importers, 688 bales of Sumatra. The purchases of this house at the various inscriptions thus far total about 8,500 bales.

Tobacco Merchants' Association to Issue Year-Book

A year-book containing more than two hundred and fifty pages, devoted to the history of the Tobacco Merchants' Association and other matters of interest to the tobacco industry, will shortly be ready for distribution. The matter on various subjects will be prepared by experts.

A. Determann Sends "Yebanas" to Deutschland Crew

A. Determann, of the Manila Commercial Company, showed his appreciation of the valor of the crew of the Unterseeboote Deutschland by sending to Baltimore a consignment of cigars equal to fifty for every member of the crew. The cigars were sent to Captain Koenig, asking that they be distributed by him among the crew with the compliments of the Manila Commercial Company. Captain Koenig sent a personal letter of thanks for the gift.

Fall Sumatra Inscriptions

Notice of the fall Sumatra inscriptions at Amsterdam and Rotterdam are given in a recent notice from J. H. A. Gebing, Amsterdam, Holland, as September 15th and September 21st at Amsterdam, and September 23rd at Rotterdam.

OFFICIAL INSPECTION TO INSURE QUALITY OF PHIPIPPINE TOBACCO

(*Continued from Page 13*)

the best tobacco, the Director of Agriculture is authorized to classify planters as first and second class, and to grant diplomas to growers for the excellence of product.

"In order to find means for combating the pests and diseases that afflict the growing plants and the harvested product, the collector is authorized to announce contests for the discovery of remedies for diseases, and methods of eradicating the pests, and to pay out of a special fund rewards to discoverers or inventors of such means.

"The law also provides that no leaf or manufactured tobacco shall be exported from the Philippines to the United States until it shall have been inspected by the Collector of Internal Revenue or his agents and found to be of the standard established for export. The provisions of the law are not applicable to waste and refuse tobacco when it is invoiced and marked as such. The act seems to be directed primarily toward giving Philippine tobacco a good standing in the market of the United States, for the section prohibiting exports of tobacco that shall not have been examined and approved by the Collector of Internal Revenue, specifically mentions the United States as the place of destination, although a provision forbidding collectors of customs to permit the exportation of tobacco uninspected is general and mentions no destination.

"The Collector of Internal Revenue also has authority to make regulations governing the classification, marking and packing of the product for domestic sale. He may require inspection of, and the affixing of inspection labels to, tobacco before it can be removed from the province of its origin to another province.

"To make the inspections and classifications, special agents may be employed or the ordinary agents of the bureau may be used. A schedule of fees for the work is established, and it is provided that these fees shall constitute funds for defraying the expenses of inspection, for promoting, in various ways, the production of better tobacco in the Philippines and for providing prizes and rewards to be given those who discover means of eradicating tobacco pests.

"To promote trade in Philippine tobacco in and with the United States, it is provided in the law that the Collector of Internal Revenue shall appoint not more than two agents in the United States, whose duty it shall be to inspect shipments of tobacco upon their arrival in that country, when required or requested so to do, and to assist manufacturers, exporters, and dealers in tobacco in disseminating information regarding the Philppine product. Such agents, when requested, are also to act as arbitrators between the exporters in the Philippines and the importers in the United States in disputes arising between as to quality, sizes, classes, or shapes shipped or received. When acting as arbitrators, the agents are to be governed by the law relating to arbitration and award in the locality where the dispute arises.

"Whenever cigars or cigarettes bearing the standard inspection label required by the law, arrive in the United States in a worm-eaten, musty or moldy condition, or become worm-eaten within sixty days after arrival in the United States, the agent is to inspect such cigars or cigarettes at the request of the importer or dealer, and cause them to be reconditioned if practicable; if not, and the importer or dealer so desires, they are to be returned to the Philippines. The expenses incurred in reconditioning the shipment or in transporting back to the Philippine Islands is to be borne by the Insular Government out of the fund created by the fees charged for inspections.

"The regulations provide that all tobacco shall be first classified according to the province of its origin. That from the Province of Isabela shall be known as "Isabela tobacco," and so on throughout the provinces on the Island of Luzon. The tobacco grown or produced south of the San Bernardino Strait shall be known as "tobacco of the Visayas." This classification designates the groups to which the tobacco belongs. Within each group there are six classes—first, second, third, fourth, fifth and sixth. All except the sixth are determined by two tests—the length of the leaf and its soundness.

"Leaf tobacco to be classified as first class must be not less than 41.5 centimeters in length (centimeter=0.39 inch); that of the second class not less than 32.5 centimeters; of the third class not less than 23 centimers; and of the fourth class, not less than 16 centimeters. Leaf tobacco having a length less than 16 centimeters shall be classified as fifth or sixth class. A margin of one centimeter is allowed for each class.

"From the standpoint of soundness no tobacco shall be classified as first class, no matter what the length of the leaf, if the leaf is broken or worm-eaten to the extent of more than 10 per cent.; tobacco of the length for second class, if broken or worm-eaten to the extent of more than 15 per cent.; that of the third class, if broken or worm-eaten more than 20 per cent. Tobacco having the requisite length for first or second class, and too much broken or worm-eaten to be passed under either first or second class may be classified under No. 4, if it be not broken or worm-eaten more than 50 per cent. Tobacco that may not be placed under any of the classes mentioned, no matter what its length of leaf, may be classified as No. 5, if it be not broken or worm-eaten more than 10 per cent. It is presumed that tobacco of the fifth class will be made up principally of suckers. Class No. 6 will include all other tobacco that may not be included in any of the higher grades. The first, second, third and fourth classes only will be regarded as standard and permitted to be exhorted to the United States.

"The regulations provide a procedure by which the person presenting tobacco for inspection may protest against anything that he considers injustice or error in making the inspection."

Patterson Cigar Co. Leases Lower Floor of Hood Building

The W. G. Patterson Cigar Company has leased the lower floor of the Hood Building,, at Third Avenue and Twentieth Street, Birmingham, Ala., now occupied by the Patton-Pope Drug Company, and will open a handsome cigar store and large soda fountain there in the fall. The lease becomes effective October 1st, and the lower floor of the building will be thoroughly remodelled and improved.

This location has been occupied by the Patton-Pope Drug Company for a number of years, though the cigar stand there has been recently operated by the W. G. Patterson Cigar Company. The building is owned by Frank Nelson, Jr., Richard W. Massey and Carl Steiner. The Patterson Cigar Company, which began business here several years ago, now has five retail cigar stores in the city.

Cigar Vending Machine Company at Pensacola

There has recently been incorporated under the laws of Florida the cigar Vender and Sales Company of Pensacola, which states that the general nature of its business will be to manufacture, buy, sell and acquire the rights on patents for cigar vending machines. The capital stock is given as $10,000. The incorporators are Mose Iralson, Thomas E. Bird and Alex. Leischkoff.

We'll Say This Would Make a Mouthful

A. A. Patterson built this cigar for Jarvis & Jackson, Everett, Wash., who handle the "Reynaldo" brand in that city. The smoke effect is from real tobacco. The cigar itself is twenty-eight feet six inches long, while the height from the ground to the top of the band is fifteen feet. Some smoke!

About Town Gossip

BY BERT

C. W. Saunders, of the Cortez Cigar Company, is among the recent visitors to the trade.

Paul Brogan, secretary of Dusel, Goodloe & Company, is out of the office on his vacation.

Two attractive windows appear in the Juniper and Market Streets store of Yahn & McDonnell. One is devoted to a brand of stogies and the other to pipes.

A. M. Schwarz, advertising manager of Bobrow Brothers, will be noticed on the Boardwalk at Wildwood, N. J., on Sunday.

Among the attractive displays in the business section are those in the Ledger Central and across the street in the Yahn & McDonnell store in the Widener Building. Both places are featuring the famous shade-grown "Reynaldo" brand of Luckett, Luchs & Lipscomb.

R. G. Cunningham, secretary of Otto Eisenlohr's & Brothers, Inc., is back at his desk after a pleasant vacation. In passing we pause to note that his coat of tan is quite the finest we have seen this summer.

First Six Months' Exports of Manila Cigars to U. S.

Herewith is a comparative statement, showing by months the number of cigars and cigarettes exported to the United States during the first six months of 1915 and 1916, respectively.

Cigars

Month	1915	1916
January	4,219,398	4,506,224
February	9,120,487	9,857,689
March	7,094,886	5,619,246
April	3,800,928	7,369,630
May	3,698,659	7,581,073
June	3,454,529	7,958,154
Total	31,388,887	42,892,016
Increase		11,503,129

Cigarettes

Month	1915	1916
January	120,000	255,000
February	605,250	987,750
March	615,200	340,000
April	361,650	716,250
May	466,800	500,250
June	502,500	50,000
Total	2,671,400	2,849,250
Increase		177,850

San Francisco

Billboard Campaign Planned for Lovera Brand—'Gene Stolz Lands Some Good Orders for "Palo" Cigars—Kraus & Company's Representative Busy

San Francisco, August 5, 1916.

MOST of the schools and colleges in and about San Francisco opened last week, and others will be opening in a few days. This is bringing the vacation season to a close and the summer absentees are rapidly returning to the city. Due partly to this and partly to the cooler weather the smokers are out in larger numbers than for some time, and the retailers are enjoying their best business in more than a month. There is some difference of opinion as to the outlook for fall; but the general opinion is that the last half of the year will show up better than the latter part of 1915.

The election seems to be having no effect on trade, and not much interest is yet being taken in anything but the proposed prohibition amendments to the State constitution. The movement of the labor unions in favor of prohibition in retaliation for the part taken by large capitalists, including large liquor interests, in the open shop anti-labor union movement here is viewed with some uneasiness, though with less than would have been the case two years ago when prohibition had not been tried out in a number of neighboring States. Though the bulk of the cigar men are naturally opposed to prohibition as an infringement on personal liberty, it is thought by many that the results in Oregon, Washington and Arizona show that the cigar business is not seriously dependant on the liquor trade.

Joseph Michalitschke, of Michalitschke Brothers & Company, wholesale cigar men of this city, is away this week, taking a short vacation in Monterey County. He is due to return about the middle of the month.

S. Bachman & Company are now getting things lined up for the early opening of the fall business. With them the vacation season is about over, and the traveling men are now either out on the road or at the home office, getting things lined up for a start within the next week or two.

Joseph Eichwald, a wholesale tobacconist of Shanghai, China, was married here on July 31st to Miss Violet Cameron McKillop, of this city. He sailed with his bride the following day for the Orient, where the honeymoon will be spent. Mr. and Mrs. Eichwald will reside in Shanghai.

Major B. F. Burrows, factory representative of the Jose Lovera Company, and Wellman, Peck & Company, the San Francisco distributers for the same house, are now getting busy with the fall advertising and promotion work for the "Bandero" brand, the five-cent specialty of the Jose Lovera Company. A big bill-board campaign will be carried on throughout the central and northern part of the State, most of the larger cities and towns coming within the scope of the work. At the same time a lively campaign for business will be instituted throughout the territory. The "Bandero" has had a big run during the first seven months of the year, and Major Burrows is planning on a further boost to business during the remainder of the year.

M. A. Gunst & Company received eighty-three cases of their "Alhambra" Manila cigars this week on the steamer Darien Maru. The "Alhambra" brand has recently had a great vogue, especially in the country districts of California.

H. B. Eakin, manager of the Los Angeles branch of M. A. Gunst & Company, came up from the South this week and is making a short visit with the home office. He reports a good outlook in the South, where business is running well ahead of last year month by month.

Morgan A. Gunst, of M. A. Gunst & Company, returned early in the week from a two weeks' vacation at Klamath Falls, Ore., where he did a little fishing and resting.

T. W. Harris, president of the Tobacco Company of California, who has been in the East for some time, is now on his way home and is expected to reach San Francisco within a day or two, if nothing happens to delay him.

Edward Wolf, local representative of H. Anton Bock & Company, of New York, has placed the "Don Antonio" Importellas of that house with Haas Brothers, prominent wholesalers of this city.

E. J. Stolz, Pacific Coast representative of the "Palo" brand of cigars, is again in San Francisco working with Joe Rinaldo, his San Francisco distributer for a still further placement of the "Palo" line. The reorders are coming in nicely, and both are confident of a rapid growth in the demand. While away, Mr. Stolz covered all the northern end of the coast, where he knows everybody and where he had no trouble in making a big initial placement for his new line. He believes that he has one of the best things put on the market in a long time, and his friends are taking his word for it.

Arnold Pollak, western factory man for Kraus & Company, of Baltimore and other lines, returned this week from a little trip to the South, taken mainly for pleasure, but which nevertheless brought in some good business. He spent a part of his outing at the old mission town of Santa Barbara, on the Southern California Coast.

The vacation season is coming to a close with Ehrman Brothers & Company, California street wholesalers. S. I. Blake, head accountant, has returned from a short stay in the mountains of Mendocino county, where he found plenty of opportunity for roughing it, as well as plenty of chance for rest and recreation.

H. H. Manley, of the San Francisco office of the American Cigar Company, who has spent a week or two in Oregon and Washington, is back in San Francisco this week. He will, however, soon be out on the road again after more business.

Abe Israel, of the Sam Israel retail emporium in this city, spent his vacation at Lake Tahoe, coming and going in his automobile.

Emil Judell, junior member of H. L. Judell & Company, has also returned from a two weeks' outing at Lake Tahoe, where he stopped on his way back from a business trip through Nevada.

Allen.

Claims Kinship to Dead Millionaire

Alleging that the late Edwin C. Way, of Marshall, Mich., millionaire and former president of the Scotten-Dillon Tobacco Company, of Detroit, is her brother, Mrs. H. C. Moore, of Horton, Mich., is preparing to claim the entire estate of more than a million dollars.

Mrs. Moore says that Mr. Way was not the son of the late Mr. and Mrs. James A. Way, of Marshall, but that he was an adopted son. She says that when he was ten years old he ran away from the parents' home in Stockbridge, Mich., and was not heard from until six years ago, when a letter was received by Mrs. Moore's parents, Mr. and Mrs. Henry Fish, saying that he had been trying for years to locate his parents, the letter was signed "Edwin C. Way Fish."

Mrs. Martha Girou, one of the town's oldest inhabitants, says she distinctly remembers when Mr. Way was born and was one of the first children who saw the new baby.

Trade Jottings

Marcelino Perez, who is in Havana, is expected to return to his offices some time this week.

R. D. Burnett, of the R. D. Burnett Cigar Company, of Birmingham, Ala., was a recent visitor to New York.

The firm of A. & B. Levinson, tobacconists of Newburgh, N. Y., have recently filed a petition in bankruptcy with liabilities of $1567 and no assets.

Fred Hirschorn, president of the United Cigar Manufacturers' Company, has returned to the city after a vacation spent at Mt. Kineo, Maine.

S. P. Coe, manager of the cigar department of Acker, Merrall & Condit, has returned from a trip through the West.

The Reynolds-Lindheim Cigar Company of Nashville, Tenn., reports a steadily increasing demand for the "Portino" and "El Toro" brands which they distribute.

The United Cigar Stores Company has secured a location in the New Hotel Cleveland, to be erected in Cleveland, Ohio, on the site of the Forest City House.

The cigar store at the north end of Petroleum Bridge, Oil City, Pa., operated for some time past by C. Blatt, has been sold to J. H. Smith.

Raymond B. Berry will in future conduct the cigar stand in the Connecticut Mutual Building, Hartford, Conn., due to Everett K. Hawley retiring from the concern, which was formerly known as the Hawley-Berry Company.

The Suffolk Cigar Association, Inc., is the latest firm in Boston. It has incorporated for a capital stock of $10,000. The incorporators include A. F. Power, Morris Wertheim and Raphael Block.

Fred Berry, who for many years conducted a cigar store in Waukegan, Ill., will re-enter the cigar business again in that city on August 15. He has leased a store on Washington Street.

Charles H. Knubel, western representative of "Charles the Great," and also for the "Centrosa" and other brands was a recent visitor in Denver. Mr. Knubel's headquarters are in San Francisco.

The John Brothers tobacco shop in the Ralston Building, on South Fourth Street, Martin's Ferry, W. Va., has recently opened for business following a complete renovation of the store.

The recently opened cigar store of Davis & Morrison, in the Hall Building, on Procter Street, Beaumont, Tex., has been sold to Joseph Brandstetter. Mr. Brandstetter took immediate possession.

Ibach & Bader, cigar manufacturers, of Newmanstown, Pa., are working on a three-and-one-half story addition, 50 by 28 feet, for their cigar factory in Lebanon, Pa. The addition is expected to be ready for occupancy about September 1st.

Cincinnati

"El Yutan" Makes a Hit in City Trade—Stogie Prices Advanced to Consumer—David Straus Back From His Vacation

Cincinnati, O., August 11, 1916.

AS reported in other cities the "El Yutan" cigar is making a hit with smokers here. J. B. Moos Company handle the line and it is worked by Henry Adler, the local representative of the American Cigar Company.

Charles Krohn, of the C. N. Krohn Company, has been suffering from a strange illness ever since he returned from his vacation. He is convalescing, however, and hopes to be about this week. The firm has recently taken on the "Lucella" cigar.

Despite the fact that business is slow with the jobbing houses these days, S. Frieder & Sons are quite active. Their jobbing business is showing a steady increase.

The "Admiration" cigar, which is distributed by Straus Brothers & Company, is well placed throughout the city and the house states that the demand for the brand is more than satisfactory.

The stogie manufacturers have advanced the price of their goods, and Louis Kusnick, who does a large business in stogies, has unhesitatingly advanced the price of some of his goods to the consumer. There is no falling off in his business.

One of the new advertisements of the "Truly Spanish House," Cuesta, Rey & Company, is being shown by John C. Davis & Company. It is a painting captioned "Purveyors of the Royal Court of Spain." It is attracting much attention.

David Straus, of Straus Brothers & Company, has returned from the Jersey Coast resorts and looks as if he enjoyed every minute of his trip. Business is going along splendidly with the house.

An additional store of the "United" chain is to be opened in the city shortly. It will be located on Sixth Street, near Main.

The stock of the J. H. Lucke Cigar Company was recently sold at auction, and Charles B. Wittrock, the receiver, expects to wind the affairs of the concern up shortly.

Albert Falk, of the Falk Tobacco Company, stopped off here recently and found "Herbert Tareyton" cigarettes moving nicely.

The "Knowledge" cigar, manufactured by Samuel Greenwold, is beng distributed by Horwitz Brothers, who have worked up a very healthy business on the brand. It is a nickel cigar and seems to have "made good" with those who have smoked it. A special deal to the consumer is a box of ten free with every purchase of a box at two dollars.

Michael Ibold, the manufacturer, is well pleased with the way his "Sonada" brands are making good. Almost every "live" store in town has some in stock, and the factory is quite busy with duplicate business.

"Raincoat," a race horse well known on Western tracks, was so badly injured at Hamilton, Ont., that it was necessary to kill the animal. Charles Straus, who owned him, has felt the loss keenly.

The rumor is current that Lilienfeld Brothers are looking for a factory in this city or vicinity. In fact, it is said that several Detroit manufacturers would like to establish branches elsewhere.

Itan.

HOW TO DO IT

No coupons with my cigarettes!
  This makes me very sad,
  A "flivver" I had planned to get;
This puts my plans "in bad."

I only need ten thousand more
  (It drives me to a tear);
And I, my wife and children three
  Could do it in a year.

We've puffed and smoked until it poured
  From chimney, crack and door,
And false alarms have been turned in
  By neighbors by the score.

If steady effort brings success,
  That car is sure to come,
For now we chew, and chew, and save
  The wrappers from the gum.

EVEN IF HIS FRIENDS WERE, HE WASN'T

We observe that the late J. P. Morgan always managed to have a cigar or two about his office for his close friends. We come to this conclusion at least after reading an appraisal of his estate, which included cigars at the Wall Street office valued at $8639. The anti-tobacconists will no doubt point to this as evidence that Mr. Morgan would have died a rich man if he had not spent so much money on cigars!

WHY EDITORS GO MAD

The editor received the following letter and attached list last week and took it home to prepare. Failing to hear from him after three days, we sent a messenger to his home to discover the trouble. We learned that on the night of the second day he was found wandering the streets in his pajamas. After being taken to the station house he was unable to give a coherent account of himself and kept repeating what seemed to be a combination railway timetable, Bradstreet and hotel guide. He had a grip containing thirty-seven maps, two hundred and twelve time-tables, a United States Baedeker, fifty-four resort bureau hotel guides of Pennsylvania and a cigar manufacturers' directory dated 1902. Under his right arm he carried a 1909 edition of R. G. Dun & Company. He was removed to the Observation Ward of the Blockley Hospital for the Insane.

Now if some kind subscriber can work out the answer to this letter and will forward it to us we believe that the knowledge that this letter has been satisfactorily answered will restore our editor to his right mind.

Here is the letter

————, Pa., August 8, 1916.

Dear Sir:

The writer would like very much for you to please outline which would be the best way to visit the towns on the list attached, that is the first one and so on, the best way to make connections, the time of train's arrival and next one's departure, the number of cigar manufacturers in each town, and their rating if possible. Also if you know of any of the towns nearby which have a few good cigar manufacturers in it, advise us and include in list. What towns would be best to stay overnight in and what hotels do you recommend?

Please rush reply as we want to start our man out on this trip as soon as we get your letter.

Trusting to hear by return mail, I remain,

Yours truly,

.....

P. S.—To insure prompt receipt suggest that you send letter by special delivery.

Here is the list:

Allentown	Dallastown
Boyertown	Denver
East Greenville	Dover
Lansdale	Easton
Little Oley	East Prospect
Mohnton	Edge Grove
Norristown	Ephrata
North Wales	Hanover
Perkasie	Hazleton
Phoenixville	Hallam
Pottstown	Holtz
Pottsville	Lancaster
Quakertown	Lebanon
Reading	Lititz
Richland Centre	Littlestown
Robesonia	Lock Haven
Schuylkill Haven	McSherrystown
Elizabethtown	Manchester
Gettysburg	Manheim
Harrisburg	Mansfield
Hellam	Newmanstown
Schwenksville	New Oxford
Sellersville	Reamstown
Sinking Springs	Red Lion
Womelsdorf	Schaefferstown
Adamstown	Sheridan
Akron	Windsor
Bethlehem	Wrightsville
Bittersville	Yocumtown
Blue Ball	Yoe
Centennial	York
Craley	Yorkana

We pause to note a few of the famous Johns:

The Baptist
D.
Merriam
Demi.

Shanghai Tobacco Merchant Takes Bride in 'Frisco

Joseph Eichwold, a wholesale tobacco merchant of Shanghai, China, recently paid a visit to this country, and while in San Francisco was married at the St. Francis Hotel to Miss Violet Cameron MacKillop. The day following their marriage the couple sailed on the steamer "China" for the Orient, where they will take up their residence in Shanghai.

Who Did Discover the Turkish Cigarette?

As some cigarette smokers may know, the best Turkish tobacco is grown in what was formerly European Turkey, in that country, southern Macedonia, where the Bulgars and the French and Serbians are now tramping the fields into blood-soaked mire, says the "New York Sun." Up among the rocks of the mountains that separate southern Albania from the Monastir district, there is soil in which grows tobacco so fragrant that it was never exported at all until recently, but was consumed entirely by the Turks of high rank, including the Sultan himself. Such tobacco would bring as high as $25 a pound—five Turkish uras.

It is a peculiar fact that it was through the late King Edward of England that Turkish tobacco became famous over the rest of the world. Forty-five years ago a poor Armenian, who made a scanty living in London by making cigarettes received a visit from a stranger who had heard of his cigarettes from a club friend. They had a chat, and the stranger as he was about to leave congratulated the Armenian on the excellent quality of his tobacco, and inquired why he did not open a store. The Armenian replied that he had not the necessary capital.

"Oh, that doesn't matter," replied the stranger cheerfully; "here's my card. Go and take a shop." And then he walked out. The poor cigarette maker smiled and shook his head, until he happened to glance at the card. He understood then that his visitor had been the Prince of Wales.

With the Prince's card he had no difficulty in raising the necessary capital, for a big trade was assured him; and until the day of his death King Edward remained one of his best customers.

The poor Armenian's trade grew rapidly and he sold his Turkish cigarettes to most of the crowned heads of Europe.

"United" Plans Big Store for Jacksonville

J. H. O'Neil, vice-president of the United Cigar Stores Company, was a recent arrival in Jacksonville, Fla., for the purpose of looking over a location for a store. It is understood that a special representative has been in the city for some time "clocking" various corners.

According to the report, articles of lease have been prepared for the location at the northwest corner of Main and Forsyth Streets, and that the "United" contemplates opening the store there next summer. It is said that the plans for the store include a soda fountain, which is a feature of the Southern stores of the chain.

Mr. O'Neil is expected to continue to Tampa, where he will also make observations as to the feasibility of opening a "United" store in that city.

Tobacco Crop Estimate August 1st

The tobacco prospects improved moderately during July in the northern tobacco States (except Ohio), also in Kentucky, but declined in Virginia and South Carolina. The August 1st forecast for the United States is 1,197,000,000 pounds, which, if maintained, will be the largest crop produced; last year's crop was 1,061,000,000 pounds, and the average of the preceding five years is 992,000,000 pounds. Larger crops than last year are expected in practically all cigar districts and in Kentucky and Tennessee, but somewhat less in Virginia and the Carolinas. Of the total forecast this year, nearly 20 per cent. is cigar type and 80 per cent. is smoking, chewing, snuff, and export. This is close to the usual proportion.

Pennsylvania Tobacco Crop Heavy

Reports from the different sections of the State give indication that the tobacco crop this year will be a heavy one, in fact one of the largest in years. In Lancaster County alone it is estimated that the farmers will net $4,000,000.

Cutting Out Cigarette Coupons

At the moment it appears likely that the three largest cigarette manufacturers of this country will do away entirely with use of coupons. The Lorillard, Liggett & Myers, and American Tobacco Companies started the ball rolling in such a decisive fashion that entire elimination of this inducement to buyers of cigarettes seems likely. On basis of coupons eliminated by American Tobacco Company during the first week ot the change of policy, the saving to this concern amounts to $200,000 a month, or $2,400,000 a year. This is equal to 6 per cent. on the common stock.

Further elimination of coupons by this company will mean an increased saving of $100,000 a month additional. This would add 3 per cent. more to earnings on common shares of American Tobacco Company, or a total difference of 9 per cent. Figuring that the American Tobacco Company is a consistent 25 per cent. earner for common shares with use of coupons, this would mean that the company can show in the neighborhood of 35 per cent. on the common stock with coupons eliminated. The saving to Liggett & Myers and Lorrillard concerns will be in proportion.

The step looking toward elimination of increased cost falling upon tobacco concerns was initiated by the Liggett & Myers Company with dropping of coupons on the "Fatima" brand.

Total saving to American Tobacco, Lorillard and Liggett & Myers concerns will probably be between $8,000,000 and $10,000,000 annually.—"Wall Street Journal."

About Courtesy

To some Courtesy may seem a Lost Art, little worth bringng back. But it is not. Courtesy is one of the Old Line Arts that dies only with the Man or the Business. For the rise of many a Man and Business has started with it.

Take time to be Courteous.

Emerson once wrote: "Give a boy address and accomplishments, and you give him the mystery of Palaces and Fortunes wherever he goes." Courtesy is of more value to a man than a thousand letters of written recommendations. Courtesy is an asset of more power than Money or Influence.

Take time to be Courteous.

A few years ago, a young man by the name of Wallace, stood behind a Railroad office window in Oil City, Pennsylvania, as a Ticket Agent. But he didn't stay there ALL the time. When he saw a chance to render a Courteous favor by delivering tickets direct to a customer, he delivered the tickets. Also, he sought out new ways of giving service. Business grew. A bigger job came after him. Then a bigger one. Today, still a young man, he is General Passenger Agent for the entire Erie Railroad. He may be its President some day. All through Courtesy.

Take time to be Courteous.

Courtesy lightens the burdens of toil. Courtesy demands respect. Courtesy is a little brother to Opportunity and follows her around through the hours of the busy day. Courtesy always leads a man higher up.

Take time to be Courteous.

The Courteous Office Boy, the Courteous Clerk, the Courteous Stenographer, the Courteous Manager, the Courteous Leader at big tasks—whoever heard of such a one not growing, not climbing into bigger things? Think over these things. For it is tremendously worth while to—

Take time to be Courteous.—"Evening Bulletin."

Wagner & Surendorf, proprietors of the Columbia cigar store at Logansport, Ind., have recently removed their business to a new store on Broadway.

The Manufacturer, Retailer and Branded Goods

Address by C. C. Parlin before the Associated Advertising Clubs

THE manufacturer and the retailer represent two phases of the same selling problem—the problem of moving merchandise from the factory to the consumer. Sometimes these two factors in this great selling problem have been in conflict. Some manufacturers judged by their acts, have seemed to say: "We will put the power of national advertising behind our goods and the dealers will be forced to carry them. What care we whether the dealers be pleased with our margin of profit or with our selling method, so long as they carry our goods?" Some retailers, on the other hand, by their acts have seemed to say: "We are the judges of what merchandise our community should buy. We will not be dictated to by the manufacturer. We will buy and sell what we please."

In this contest each has attained a certain measure of success. The manufacturer has created a powerful demand, has forced dealers to carry his line, and has moved some of his product. Dealers, on the other hand, have persuaded patrons to take some of their private brand goods in place of the manufacturer's nationally advertised merchandise. Thus each has seemed to attain a success. As a matter of fact, neither has been really successful. They have divided a market which might have been held together for the profit of both.

Manufacturers necessarily contest among themselves to divide a market, and retailers also of necessity contest among themselves in the division of a market. To be sure, the result of this contest may be the development of the market so that there is an increased volume to divide, but nevertheless the contest between manufacturers or between retailers is inevitably a contest for the division of the market, be it stationary or growing. But between manufacturers and retailers no such contest is essential; for each handles in turn the same merchandise and each may secure the whole; that is, manufacturers' selling and retailers' selling are fundamentally not antagonistic, but are simply two steps in the same selling problem. There may be some rivalry over the division of the profits, but over the market there should be no contest, for the interests of both demand that the market be held together.

In the contest among manufacturers those who adopt national advertising tend to gain the major portion of the market. In the contest among retailers those who unite their selling force to that of the manufacturers' advertising are the ones who in turn tend to win the larger portion of the retail market. That is, in a line where national advertising is effectively used the advertisers and those dealers who co-operate with the advertisers secure the greater portion of the market. Thus national advertising plus co-operation between manufacturer and dealer makes at the same time strong manufacturers and strong dealers.

There are two ways to establish a retail business. One is to found it on private brands and sell on the reputation of the store. The development of a business in this way is at best slow, involving hard and persistent effort, if, indeed, the day be not already past when a new mercantile establishment can be founded on private-brand merchandise and within a decade attain leadership in a city's retail business. The other method is to found a business on the selling of branded merchandise. This leads more quickly to volume and to a profitable basis.

If the quickest way to establish a business today is with advertised lines, evidently the quickest way to expand an existing business is also in pushing nationally branded merchandise, and the surest way to hold existing volume against the attacks of competitors is also vigorous selling of those lines. For the store that wants to become great and for the store that is determined to remain great, nationally advertised merchandise offers the best foundation for success.

A store is apt to judge the net profit of a line by comparing it with the store's average cost of doing business. This means that a merchant's attitude toward nationally advertised lines will vary with his own cost of doing business. Whenever, for any reason, a store's cost of doing business is high, the store is likely to be unfriendly to advertised lines; and when, for any reason, a store's cost of doing business is low, it is likely to be friendly.

1. Store costs in department-store lines vary according to four factors: The size of the city. In general the larger the city the higher the cost, varying in the East from an average cost of 20 per cent. in places under 10,000 to an average cost of 26½ per cent. in major cities.

2. The distance from the market. The greater the distance the higher the cost. Stores in the Central West and South run about 1 per cent. higher than in the East, and on the Pacific Coast 6½ to 7 per cent. higher. About half this difference is due to freights—which are included in the cost figures. The rest is due partly to carrying charges, the merchants being obliged to carry larger stores, and partly to higher wages, greater delivery expenses, etc.

3. The grade of merchandise. In general, the higher the grade of merchandise the higher the cost, for the high-grade store frequently has a more expensive building and fixtures, more expensive store services, gives more liberal credit, and carries more display goods.

4. The attitude of the store toward advertised lines. The merchant with a high cost is apt to say: "My costs are so high that I cannot afford to sell advertised lines." Let me illustrate: A certain article bears a gross profit of 30 per cent. A store in a minor city with a cost of about 20 per cent. would make 10 per cent. on perhaps three turns, or 30 per cent. on the capital used. A store in a larger city with a cost of 25 per cent. might make 5 per cent. on six turns, or 30 per cent. on the capital used. But if a store had a cost of 30 per cent., how many turns would be necessary in order for the store to make anything? The merchant thus argues that he cannot afford to carry advertised lines because of the narrow margin of profit. But, in turn, because the store does not carry advertised lines, its volume of business tends to be restricted and its costs therefore tend to be higher. Thus the argument works itself around in a circle and private brands, restricted volume, and high cost tend to be linked together, while advertised brands and low costs are a congenial pair.

Certainly one cannot criticise a merchant for testing an advertised line on the basis of margin of profit. He is in the business for profit, and it is not only his privilege but his duty to test every line to determine whether it contributes to his profits. But in this test the store's average cost of doing business is not an infallible measuring rod.

We asked above if a store's cost was 30 per cent., how many turns an article bearing a gross of 30 per cent. must the dealer get in order to make any net profit whatever? The answer is, that if the merchant can get enough turns there may be considerable net profit in handling a line at no more than his average cost of doing business.

The wholesale dealer is perhaps the clearest example of this merchandise phenomenon. Let us take a wholesale grocer with an average cost of 7 per cent. Suppose that he is selling sugar at 5 per cent. and tea at 12 per cent. If he were to apply his average cost of doing business to these lines he might call his salesmen together and say: "Do not take any more orders for sugar than you can help. We lose 2 per cent. on all the sugar which you sell. But push tea. That is where we make our profits. We make 5 per cent. on all the tea you sell."

But a wholesale grocer who makes such an argument makes two mistakes.

First, he makes a mistake on sugar. The stock turns more than thirty times a year, and he uses no sales effort to get orders. It, therefore, does not cost him 7 per cent. to sell sugar, nor does it cost 5 per cent.; and if he can get 5 per cent. a considerable part of his net profit is made by selling sugar at 2 per cent. below his average cost of doing business.

As a matter of fact, the wholesale grocer more frequently sells sugar at 3 per cent. Considering the frequent turns of the sugar and the ease of sale with an average cost of 7 per cent., some wholesalers probably break even at 3 per cent.—that is, break even, selling an article at less than half their average cost of doing business.

Second, he makes a mistake on tea. His tea stock turns less than twice, and he puts the very best efforts of the salesmen on pushing tea. It costs him, therefore, more than 7 per cent. to sell tea; in fact, it costs more than 12 per cent., and he is actually losing money selling tea at 5 per cent. above his average cost of doing business.

That is, an average cost of doing business is a mechanical thing, obtained by averaging things that are necessarily above, against other things that are necessarily below. The general, any brand that approaches the tea proposition is which to judge the profit of an individual line.

Not only do costs of selling vary according to lines, but they vary according to brands within a line. An advertised brand on which quicker turns can be made and which move with less effort costs less to sell than its competitive unknown brand of slow turns requiring vigorous pushing. In several points above the average cost of doing business, likely to be sold at a loss, although it bears a margin of several points above the avoreage cost of doing business, and the brand that approaches the sugar proposition can be sold at a profit even though its margin does not exceed the store's cost of doing business.

The first problem for the retail grocer to determine, then, is not what brand bears the longest margin over the store's cost of doing business, but rather what line, considering its rapidity of turn and ease of sale, bears the longest net margin over its own sales-expense.

The average retailer is in the position of a certain mill that manufactured four products and made no money. Upon analysis it was found that on one product of large volume this mill made money; on the other three of smaller volume but apparently higher price, it lost money. So the retailer, if he will make a close analysis of his business, is likely to find that he is making most of his money on lines which give him larger volume, quick turns, and ease of sales, and in turn is dissipating these profits by trying to sell lines that have large margins, but which have small volumes, slow turns, and require strong sales effort to move.

The second problem is volume. Volume is just as important as margin. For net profits are those obtained by multiplying margin by volume, and in any multiplication the two factors are equally important—3 by 5 and 5 by 3 give the same result. So it is in merchandising.

Extra Dividend for "United" Stockholders

United Cigar Stores stock has been stronger of late, approaching its par value of $100 per share. The net earnings for the first six months made an increase over last year of more than 40 per cent. The gross business has increased at the rate of about $5,000,000 a year. Cigar people figure that every new dollar in gross business insures a gain of at least ten cents in the net. Tobacco people deal upon this basis; they will buy good-will in tobacco brands or new business on a basis of ten cents profit in every dollar of gross business.

It is believed that the business of the United Cigar Stores, which for some years has been stationary between $30,000,000 and $35,000,000, is now on the way to $50,000,000.

New business begets new business, and if earnings hold at the present rate of $5,000,000 gross gain for 1916, there should be another gain of $6,000,000 in 1917, and in a few years a gross of $50,000,000.

United Cigar Stores is now in a fair way to become again popular in the stock market. It practically disappeared for a time when on a ten dollar par value basis and now only needs a few annual extra dividends to make it popular with investors as a regular 7 per cent. stock with extras at a premium value over $100 per share.

When directors of the United Cigars Stores Company next meet for dividend action, it is understood they will give serious consideration to the payment of an extra disbursement. Predictions as to the amount range from 1¼ to 2 per cent. Two years ago an extra payment was made on the common stock.

Sales continue to show improvement. The installation of soda fountains in a number of the stores has been a profitable venture.

July showed the largest sales of any July in the history of the company and the net earnings for the first six months of this year increased 47 per cent.

"Upper Ten" Finds Favor With Syracuse Smokers

A few weeks ago, W. A. Davis, one of the leading jobbers of Syracuse, N. Y., introduced a new 10-cent cigar under the label of "Upper Ten." Within a week after the first box was opened and the goods offered for sale, it is stated that more than two hundred retail stores in the business zone of Syracuse had the brand on sale. In addition Mr. Davis is constantly in receipt of repeat orders. The brand has an Havana filler and a Connecticut wrapper.

Buyers Anxious for Broadleaf Crop

Tobacco buyers galore seeking the 1916 broadleaf crop have invaded the Connecticut tobacco belt during the past week, and a number of sales or "bargains" are reported at prices above the average and very gratifying. It is learned on what is considered reliable authority that prices ranging from 32 to 35 per pound have been paid. While the majority of the buyers are local men, they represent some of the largest tobacco packers in the country.

It is learned in other circles that nearly, if not all the Havana seed raised in this immediate vicinity has already been sold.

There has been a noticeable change in the tobacco during the past week, and growers and buyers agree that the crop is up to the standard in every way. Tobacco has now reached a stage where one can get an excellent idea as to its quality which is undoubtedly responsible for the sales which have been made.

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

1139:—39,820. For cigars, cheroots and stogies. July 8, 1916. Greenville Cigar Manufacturing Co., Greenville, Ohio.

NATIONAL HAND MADE LONDRES GRANDE:—39,821. For cigars, tobacco and cigarettes. July 26, 1916. Neumann & Mayer Co., Philadelphia, Pa.

RED TRUNK:—39,822. For tobacco and cigarettes. July 24, 1916. Charles F. Springer, Mineral Point, Wisconsin.

TEXT:—39,823. For cigars, cigarettes, cheroots and tobacco. June 6, 1916. American Lithographic Co., New York City. (Originally registered by American Lithographic Co., New York City, November 29, 1897.)

BIG PERFECTO:—39,824. For cigars. July 31, 1916. Selak & Hoffman, Inc., Wilmington, Del.

LONDONETTE:—39,825. For all tobacco products. July 27, 1916. Contopoulo Brothers, Inc., New York City.

MONEY BACK:—39,827. For cigarettes and smoking tobacco. July 1, 1916. R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

TRUFFLER'S:—39,828. For all tobacco products. July 31, 1916. C. E. Haskell, Leipsic, Ohio.

REMINGTON:—39,829. For cigars, cigarettes, cheroots and tobacco. July 20, 1916. American Lithographic Co., New York City.

PRIMERA GARCIA:—39,830. For cigars, cigarettes and tobacco. July 31, 1916. I. M. Bohana, New York City.

TRANSFERS

ARABESCA:—37,808. U. R. B. For cigarettes. Registered October 16, 1912, by American Lithographic Co., New York City. Was transferred to Nectar Cigarette Co., New York City, on August 3, 1916.

LA NATRONA:—24,180. U. S. T. J. Registered May 10, 1901, for cigars, cigarettes and cheroots, by E. G. Haehnlen & Co., Philadelphia, Pa. Was transferred to The Natrona Tobacco Co., Philadelphia, Pa., on July 27, 1916.

THE PARADA:—12,121. Tobacco Leaf. Registered June 23, 1896, for cigars, by D. Snader & Co., Akron, Pa. Was transferred to John P. Snader, Akron, Pa., on August 5, 1916.

Richmond Manager Joins Danville Firm

G. H. Flowers, for the past five years manager of the Richmond, Va., department of the Export Leaf Tobacco Company and one of the best-known manufacturing tobacco men in that city, has resigned his position to become associated with J. E. Hughes & Company, leaf tobacco dealers of Danville. Mr. Flowers has acquired an interest in the Danville firm.

Before the formation of the Export Leaf Tobacco Company, Mr. Flowers was with the British-American Tobacco Company. He came to Richmond in 1911 from Durham, N. C. His resignation became effective immediately, and he will leave for Danville next week. Besides being connected with various Richmond business organizations, Mr. Flowers is a member of the Commonwealth Club and the Country Club of Virginia. His successor as local manager of the Export Leaf Tobacco Company has not yet been announced.

Tobacco Crop Conditions

The total area of cigar tobacco is 187,100 acres, compared with 172,400 acres in 1915, an increase of 8.5 per cent. Two districts, New York, and Georgia and Florida, show a falling off; New England has the same acreage as last year, and all the other districts show an increase.

The chewing, smoking, snuff, and export types show 1,192,800 acres, compared with 1,132,000 last year, an increase of 60,800 acres, or 5.3 per cent. The Old Bright, New Bright, and Louisiana-Perique districts show decreased acreages, while each of the others has an increase. The decrease in the New Bright districts was caused by a shortage of plants and dry weather at transplanting time. The decrease is in South Carolina. Eastern North Carolina has about the same acreage as last year.

In the Old Bright districts plants were scarce and weather dry during the early part of the planting season; conditions were favorable during the latter part of May and June, and the crop was set later than usual. In all other districts dry weather caused no inconvenience at planting time.

In New York excessive rains and cool weather retarded plant growth and destroyed some fields after transplanting was accomplished. This in connection with a shortage of plants caused the reduction in acreage. In the Louisiana-Perique district low prices and slow sales discouraged growers, and the area is the smallest of recent years. In the other districts plants were plentiful, and, while in some instances excessive rains delayed transplanting for a few days, the crop was transplanted in good time. The stand as a rule is better than usual, but cultivation has been delayed in most districts by too much rain in June.

The Georgia and Florida crop is being harvested, and gives promise of being one of the best ever grown in that district.

Winston-Salem in Lead as Tobacco Manufacturing Center

Winston-Salem has jumped far into the lead as the greatest tobacco manufacturing city in the world. According to internal revenue figures, Winston-Salem's tobacco industry is almost twice as large now as that of St. Louis, whch was for years the world's leader in the line of tobacco manufacturing.

The Winston-Salem revenue collections on tobacco were $7,844,331.43 for the year ending June 30, 1915. On the basis of this showing, Collector A. D. Watts declared some months ago, "Winston-Salem manufactures more tobacco (all tobacco products are taken into this statement) than any other city on earth, big or little."

The enormous lead of today is indicated in the fact that collections have increased nearly $5,000,000 in the past year, the figures for June 30, 1916 (practically all tobacco), being $12,683,854.88.

The Treasury Department figures regarding the tobacco collections in Winston-Salem and in St. Louis show that tobacco collections for the Winston-Salem district (fifth North Carolina) are nearly twice the tobacco collections in the St. Louis district.

The figures for the fiscal year ended June 30, 1916, show collections at Winston-Salem $12,683,854.88. Corresponding figures for the St. Louis district are $11,291,708.80. Treasury officials explained to me, however, that nearly 96 per cent. of the total collections at Winston-Salem are tobacco collections. This is not the case in the St. Louis district, where approximately 48 per cent. of the total collections are represented by tobacco.

While exact figures are not available for publication, officials of the internal revenue office state that the figures for Winston-Salem are a little more than twice as large as those for St. Louis.

THE DUTCH TOBACCO MARKET

Shortage of Java Leaf—Philippine Leaf Looked Upon as Important

DURING the last few years the Dutch tobacco market has become more and more of a world market, not only for tobacco from the Dutch colonies, but for that from foreign countries as well. For some time after the outbreak of the war all tobacco from foreign countries had to be consigned to the Netherlands Oversea Trust, but in November, 1915, the British Government removed all restrictions upon the importation of tobacco into the Netherlands. As a result of the early restrictions imposed upon tobacco from foreign countries, the general demand for supplying other foreign countries concentrated upon the Java and Sumatra crops, which caused a rapid increase in the prices of these brands. The Java crop was 96,000 packages short of the preceding one. The demand and consumption of belligerent countries was exceedingly large. On November 22, the rise in price of Java came to a stop as a result of the rumor that tobacco would be allowed to pass freely to the Netherlands. There have been rumors that Turkey and Bulgaria will prohibit the exportation of tobacco to other countries than Germany and Austria. A bill has been presented in the Dutch Parliament for the levying of a tax on tobacco.

The Sumatra crop had been estimated at 236,000 packages, but the total importation into the Netherlands amounted to 256,807 packages, of which 23,863 arrived at Rotterdam. The price at the sales prior to August reached $0.42 per 1.1 pounds, as against $0.61 in 1914. It is estimated that the 1915 crop will amount to about 229,000 packages.

The total Java crop aggregated 491,000 packages, being 96,000 packages short of the preceding year. The average price was $0.13 per 1.1 pounds. This brand was the leading one during the year. The tobacco from Besoeki was of a superior quality, and brought a higher price. In the beginning of 1915 there was a supply of 21,000 packages of Besoeki leaves on hand, 18,500 at Rotterdam and 2,500 at Amsterdam.

The quantity as well as the price of Borneo was unsatisfactory. At Amsterdam 14,942 packages were sold, at an average price of $0.24 per 1.1 pounds, as against $0.27 the previous year.

The Manila brand was of particular importance to the Dutch market. The 1914 crop from Cagayan was not exceptionally good, but that from Isabella was better, although the price was too high. It is reported that the 1915 crop will not be at all favorable, and that it will disappoint the dealers greatly, the more so as the supply on hand is a small one.

During the first months of the year no transactions took place in Brazilian tobacco, but in the beginning of April monthly inscriptions were held for some thousands of packages consigned to the Netherlands Oversea Trust that sold readily.

Shippers of American tobacco experienced many difficulties, but these were somewhat relieved in November, when all tobacco could be imported without restrictions. The supply of Maryland, Kentucky, and Virginia remained small. Maryland was again in great demand in France. The prices were firm and are expected to rise in the near future.

Various quantities of Anglo-Indian tobacco arrived in the Netherlands via London and, notwithstanding the high prices, were readily sold, owing to the demand for cheaper varieties.—"Commerce Reports."

A. B. POWELL ON MANILA CIGARS

Tobacco Agent Greatly Pleased With Increased Sales—Conditions in Philippines Causes Satisfaction

A. B. POWELL, Philippine tobacco agent, after visiting the principal cities between San Francisco and New York, sailed from San Francisco for Manila on the fifth inst.

Mr. Powell expressed himself as well pleased with the prospects of a steady permanent increase in the sale of Manilas to the smokers of the United States. Continuing he said: "A number of big jobbers and retailers are beginning to get behind Manila cigars in the Middle West, where the field is as yet almost untouched. Some remarkable sales are being made by department stores, especially in Chicago, where one store sold over 50,000 Manila cigars in one day. Everywhere I found the Philippine tobacco products being received in fine condition and many large dealers report sales 20 per cent. in excess of last year.

"Recent reports received from Manila show the number of cigars exported from there to the United States from January to April, 1916, considerably in excess of the number exported during the same period of 1915. The factories in Manila are learning how to pack and ship cigars and meet the demands of the United States trade, and this, together with government control of export, guarantees the steady improvement of the quality and condition of Manila cigars, under which treatment they are gradually being established in the favor of the dealers and consumers throughout this country. Announcements to the dealers through the trade journals for the year beginning July, 1916, has been arranged for and general publicity through the metropolitan newspapers to attract attention of the consumer is being considered.

"I firmly believe that there will be a big sale of the better grades of Manila cigars in the United States as soon as they are more generally offered for sale. I found quite a large sale of these goods in New York while there last June. The Manila papers of last April report a leaf tobacco exhibit on display at the Bureau of Internal Revenue in Manila, at which the Agricultural College of the Philippines demonstrated what can be done in the way of growing fine wrapper tobacco there. One light colored wrapper known as the Tirona hybrid, a cross between Connecticut wrapper tobacco and Cagayan tobacco, was pronounced by tobacco connoisseurs to be of exceptionally fine quality. Other varieties exhibited were Vuelta Abajo (Cuban), Connecticut-Havana, Cagayan, Sumatra, Texas, Cuban, and Lowland Turkish. The leaves were remarkable for their size, color, fine texture, and pliability.

"The early spring reports from the Cagayan Valley, where the famous Isabella tobacco grows, from which the Manila cigars for export to the United States are made, indicated that an exceptionally fine quality of tobacco was produced there this year, as weather conditions had been ideal and the early tobacco, which was being picked when these reports were received was very high grade. This promises well for the quality of 1917 Manila cigars."—"Western Tobacconist."

Joseph Marks, formerly manager of the Saginaw Cigar Company, has opened a cigar factory of his own at 608 Potter Street, Saginaw, Mich.

Charles L. Hansen, the Menominee, Mich., distributor for the "Clover-Land" cigar, reports that he is doing a splendid business on the brand.

The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, August 8, 1916.

BUSINESS during the past fortnight has shown more animation, although the principal increase has been through the heavier purchases of the local cigarette manufacturers, who evidently are taking time by the forelock to cover their prospective wants of the raw material. Of course this refers principally to those concerns that have enough capital to lay in large stocks of leaf for the next six or twelve months to come. The Cuban Land and Leaf Tobacco Company, which is the purveyor for all the cigar and cigarette factories of the Henry Clay & Bock & Company, Limited, here (also for the Havana-American and American Cigar Companies in the United States) has been the principal buyer of Vuelta Abajo colas, as well as of the low grades of Remedios. However, as there is no competition by the exporters for Europe upon these classes, prices while steady, have not further advanced. Our leaf dealers on the other hand, knowing well enough that it is preferable to sell their merchandise as quickly as the same arrives from the country, thus being paid for the fresh weight, are putting no obstacles in the way of the buyers, and, on the contrary, are generally ready to meet them half way.

We have had quite a number of American clear Havana cigar manufacturers from Tampa and other ports of the United States in town, as well as some leaf dealers from New York, and the chief demand has been for the new Partido leaf, which has met with universal acceptance on account of its good taste, fineness of texture, good colors and good burn. Prices are higher than last year, but as this cannot be helped, it is no use to lose many words about them. Some vegas from the Vuelta Abajo have also been sold to a few American manufacturers, but as the bulk of the crop had been secured already by our large factories, direct from the farmers in the country, there is not much left for export to the United States, and naturally prices are higher than ever before.

The time for the sale of the upper grades of Remedios has not arrived yet, as first of all they have to come in from the escogidas, and then the tobacco has to undergo the second fermentation process in the bales, which usually is not complete until the first northers should strike us by the end of October, or November. Prices are therefore entirely nominal at present. However, there is one ray of hope for the American buyers, and which is, that if our packers and dealers should be able to sell all of their low grades at the ruling high figures, then the cost price of their second and first capaduras might be reduced somewhat, so that the selling figures may not reach to the altitude which was talked about at the beginning of the crop year. Another point in favor of the American manufacturers would be, that the heavy quality of this year's growth would permit them to mix a larger quantity of substitutes.

Sales during the past fortnight totaled 11,290 bales, and which divided consisted of: Vuelta Abajo, 5628; Partido, 3211, and Remedios, 2451 bales.

Buyers were: Americans, 3867; exporters to Europe, 171; shippers to South America, 784, and our local cigarette manufacturers, 6468 bales.

Receipts of Leaf Tobacco From the Country

For the 2 weeks ending July 28, 1916.		Since January 1, 1916.	
Vuelta Abajo	11,936 bales.	61,887 bales.	
Semi Vuelta	1,889 "	5,879	"
Partido	1,921 "	3,884	"
Remedios	11,317 "	34,000	"
Oriente	479 "	3,742	"
Total	27,542 "	Total 109,392	"

Exports of leaf tobacco from the port of Havana during the past two weeks ending July 31, 1916, totaled 10,259 bales, and which were distributed to the following countries, viz.: To all ports of the United States, 8776; to Canada, 528; to Norway, 120; to Great Britain, 51; to the Argentine Republic, 724; to Uruguay, 40, and to Chile, 20 bales.

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: S. Ruppin, of S. Ruppin, Incorporated; Otto Sartorius and his son, Otto Sartorius, Jr., of Sartorius & Company; Marcelino Perez, of Marcelino Perez & Company; Eduardo Guedalia, of Guedalia & Company, and Lennie Greenhall, of Greenhall Brothers.

From Tampa: Francisco Arango, of F. Arango & Company; Francisco R. Diaz, of V. Guerra, Diaz & Company; Manuel Garcia, of Perfecto Garcia & Brother; Jose Lovera, of Jose Lovera Company; Celestino Vega, of Celestino Vega & Company; Antonio Rico, of Antonio Rico, and Jose de Armas, of Jose de Armas.

From Chicago: Matt Wengler and Archibald Wengler, of Wengler & Mandell; A. Kerr, of Kerr & Company.

Departures—To New York: Sidney Goldberg and Rene Berndes.

To Tampa: Colonel Alvaro Garcia, Francisco Gonzalez, Enrique Pendas, Jose Lovera, Manuel Garcia, and Francisco R. Diaz.

To Spain: Manuel Muniz, of Muniz Hermanos.

To Toronto, Canada: J. Tuero.

To Chicago: Sam Paley.

To Key West: Frank and T. H. Gato.

Cigars

Owing to sickness, or perhaps the clerk being on a vacation, we have have not yet received the monthly statistics of the exports of cigars from the port of Havana, and therefore are deprived from submitting them to the readers of "The Tobacco World." From the partial returns at hand we surmise, however, that July has turned out better than we dared to expect. Great Britain is taking some cigars, although as the permits are issued in rotation, not all of the manufacturers are working, or at least some are receiving larger orders than others for the time being. This will be arranged, however, by and by, as no favoritism is practiced.

Romeo y Julieta has seated 100 cigarmakers additional last week, which proves that business is better, and that there are enough orders ahead. The owners of Romeo y Julieta had purchased some time ago the cigarette factory of "La Verdad," but they will not continue this brand, and, on the contrary, will launch the cigarettes under the same name of "Romeo y Julieta" upon the market as soon as they have completed all the details to make the cigarettes first class in every respect.

Partagas is working in very good shape, the same as heretofore. Cifuentos, Pego & Company, the owners, purchased about 4000 bales of Vuelta Abajo, among which are the renowned vegas, El Retiro, La Llanada, El Corojo, and the vega of Jose Antonio Padron, besides a number of San Juan y Martinez.

H. Upmann is doing as well as ever at this period of the year, as the factory is never lacking orders from one country or the other.

Punch is also working with increased forces, as more orders have been received of late from the United States, Canada and Great Britain.

Sol and Deveso de Murias has felt the impulse of better times, and has been obliged to seat more cigarmakers.

Leaf Tobacco

Edgar J. Stachelberg had resigned his position as leaf buyer for the Jose Lovera Company, of Tampa, and is now on the point of establishing himself under his own name as a leaf dealer commission merchant in the City of Havana. He is looking at present for a suitable warehouse. Owing to the number of friends, and also as he is a thorough judge of all kinds of leaf tobacco, there is no doubt but that he will be successful in his new undertaking.

Manuel A. Suarez & Company were sellers of 995 bales of Vuelta Abajo and Remedios leaf during the last fortnight.

Leslie Pantin purchased for account of his customers 950 bales of all kinds of leaf during the ultimate two weeks.

Jose F. Rocha disposed of 753 bales of Vuelta Abajo, Partido and Remedios to his clientage in the last fortnight.

Walter Sutter & Company gave us their purchases as having amounted to 1279 bales of leaf tobacco, for account of their customers, during the past fortnight.

Jose C. Puente & Company sold 400 bales of Partido, Remedios and Vuelta Abajo in the last two weeks.

Theodore Garbade, partner of H. Upmann & Company, returned last week from his vacation in the United States, which surely must have been of a very pleasant nature, as he was accompanied by Mrs. Garbade, although when he left here he was alone. We congratulate the newly wedded couple with our best wishes!

Leslie Pantin, Jr., arrived here during the past fortnight from his vacation in the North, and has been at work again in the meantime. Welcome home.

Rodriguez, Mendez & Company have bought some of the finest lowland vegas of the Vuelta Abajo, from such choice districts as San Luis, Barbacoas and San Juan y Martinez, and they sold three of these vegas already to some of their customers, who are always clamoring for the finest vegas, no matter what the prices should be.

Shippers above 200 bales of tobacco during the past fortnight were: Maximilian Stern, 1151 bales; Cuban Land and Leaf Tobacco Company, 899 bales; Menendez & Company, 883 bales; Jose F. Rocha, 637 bales; Manuel Suarez, 605 bales; J. Bernheim & Son, 546 bales; Hijos de Diego Montero, 413 bales; Jose Suarez & Company, 411 bales; Leslie Pantin, 396 bales; M. A. Gunst & Company, 388 bales; Walter Sutter & Company, 378 bales; Manuel A. Suarez & Company, 210 bales.

Oretaniv.

Tobacco Industry in Germany Benefits from War

The cigar and tobacco manufacturing trade of Germany is not suffering any particular difficulty according to a recent report from Consular Agent W. Bruce Wallace, from Markneukirchen, Saxony. He says:

"An industry that has been benefited by the war is the manufacture of cigars at Schoeneck. This is both a domestic and a factory industry, and all, whether makers or manufacturers, are fully employed, principally with army contracts. Employment is thus offered at good wages to those rendered idle in the musical instrument industry."

Among other references in the report of Consul Harry G. Seltzer, at Breslau, Prussia, are the following statements:

"The manufacture of tobacco and cigars has advanced steadily, and, although supplies of leaf tobacco have been difficult to obtain in some cases, there appear to be sufficient supplies of tobacco and cigars for all classes of the population. Prices of cigars and tobacco have advanced from 15 to 20 per cent.

"The quantity of leaf tobacco that may be sold in the Breslau districts after the war is uncertain, due to the organized movement of German manufacturers to eliminate certain competitors. It has also been proposed to make the manufacture of tobacco a government monopoly after the war. In 1913 the Chamber of Commerce reported that about 898 metric tons of tobacco passed through the bonded warehouses in Breslau. Prices have been increased on cigars and cigarettes by about 32 per cent., and both manufacturers and dealers are awaiting some definite action by the Imperial Government which shall clear the situation."

George Herrmann to Build on Main Street

George Herrmann, the Evansville, Ohio, cigar manufacturer, has torn down his old store at 709 Main Street, where he retailed and manufactured cigars, and will erect on the same spot a new three-story building of face brick, terra cotta and stone. The interior will be steel and stone construction, with tile floors. The contract calls for the building to be erected in three months, so that Mr. Herrmann will probably be located in his new building by November. The estimated cost of the store which Mr. Herrmann will install, is $16,000.

Basement Cigar Stores Closed in Columbia, Indiana

The Board of Health officer of Columbia, Ind., notified the cigar dealers who maintain shops in the basements on Washington Street that they must close at once, the stores being in violation of a city ordinance which requires that the rooms have ventilation in the rear. The shops were closed.

Made-in-Jacksonville Cigars on Seaboard Restaurant Cars

The latest menus issued on the restaurant cars of the Seaboard Air-Line show the addition to their list of cigars of brands made in Jacksonville. Heretofore the menus have listed Tampa-made cigars but the new cards shows the name of Jacksonville's most popular brands at the top of the list.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

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171 Clymer Street, Brooklyn, N. Y.
Merchants' Tobacco Company, buyers of cuttings, at 12½c. per pound; scraps, at 6c. per pound; siftings, at 2½c. per pound. Any quantity. Don't write, but ship promptly. Factory No. 68, First District, New York.

For Sale.

A REAL CHANCE FOR A WORKING FACTORY
FOR SALE—The owners of a long-established high-grade cigar factory in First District of Pennsylvania, making five-cent and ten-cent brands with wide distribution, are desirous of selling same, owing to pressure of other interests. Will make a big sacrifice to responsible parties with sufficient capital to take hold of proposition. $20,000 needed. Triflers will receive no attention. Address in confidence, Box 26, "Tobacco World," 236 Chestnut Street, Philadelphia, Pa.

For Sale.

FOR SALE—Cigar store humidors, show cases, shoe store stand, and news rack. Cleveland Store Fixture Company, 4049 St. Clair Avenue, Cleveland, Ohio.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

WANTED—Responsible jobber or dealer to take output of small Clear Havana factory. Write J. W. Shelley, 3136 North Ninth Street, Philadelphia, Pa.

Connecticut Leaf Crop Estimated Value is $8,000,000

Hartford, Conn.

The tobacco crop of Connecticut this year will be worth about $8,000,000, according to the estimates made by leading growers and dealers. About 90 per cent. of the tobacco grown in the State is raised in Hartford County.

Everything points to a banner crop this year. The season started as unfavorably as a tobacco season could start, but in the past three or four weeks the weather has improved and present indications point to a crop that will be superior in quality and weight to that of last year.

The average weight of the crop last year was about 1200 pounds to the acre; this year the weight will be in the neighborhood of 1600 pounds.

Between 3500 and 4000 acres are given over to the raising of shade-grown tobacco, which is grown under cloth, and between 15,000 and 20,000 acres are devoted to Havana seed tobacco. There are about 5,000 acres this year on which Connecticut broadleaf tobacco is grown.

Some sales are reported of broadleaf at prices ranging from 18 to 23 cents a pound. This is the average price. Hundreds of acres of the broadleaf variety have been contracted for in the field. It is said that one-third of this crop already has been bought up. Few sales of the shade-grown tobacco have been made. The price this year, it is expected, will be between 70 and 75 cents a pound.

The harvesting of shade tobacco is going on. The leaves are picked as soon as they are ripe. Considerable of the broadleaf tobacco will be harvested within a few days. This is about two weeks earlier than usual, but the rapid growth of the last three weeks has made the early harvest possible. The tobacco must all be harvested and in the sheds within six weeks.

Tobacco men have never found it so difficult to secure laborers for the harvest as this year. They have been obliged to bring in help from faraway points. Some of the laborers are negroes brought from the South. These laborers have exceeded all expectations and have done exceedingly well in the fields, especially with the shade-grown tobacco, with which they have had experience.

Connecticut easily leads New England in raising tobacco, the total acreage for New England being 30,000. Of this Connecticut has 20,000 to 25,000 acres.

Will of Chicago Tobacconist Filed

The will of William F. Monroe, the Chicago tobacconist, who died June 23rd, was admitted to probate recently. The estate consists of $11,000 in personal property and $45,000 in real estate.

To the widow, Grace Clark Monroe, 716 Kenesaw Terrace, is left the real estate and household goods. To the two minor sons, William F. Monroe, Jr., and Paul C. Monroe, are given securities of the W. F. Monroe Cigar Company upon their arriving at legal age.

A sister, Angelina Sandel, of 4325 Hazel Avenue, is given $2000 outright.

Porto Rican-American Tobacco Company Has Good Year

For the year ending June 30, last, the Porto Rican-American Tobacco Company reports sales amounting to $5,705,129 as against sales of $5,386,207 for the previous year. The net earnings are stated to be $536,235 as compared with $456,138 for the year 1915. After deducting dividends from net profits there remained a surplus of $278,529, which combined with previous surplus made, a total surplus of $5,705,129 as against sales of $5,386,207 for the previous

The company has declared its regular quarterly dividend of 4 per cent. on its capital stock payable to stockholders of record of August 16, on September 7.

"Jake" Beck Opens New Cigar Store

"Jake" Beck, well known to every one in the East St. Louis stock yards, announces that he has taken over the old Union Cigar Store, at 131 Collinsville Avenue. As soon as it has been renovated Beck will place his brothers, David and Mannie, in charge of the new store. "Jake" has been in business at St. Clair and Collinsville Avenue for more than eight years.

Incorporation papers have recently been filed for the Dersch Cigar Company, 233 S. Adams Street, Peoria, Ill. Capital stock is listed at $50,000. Robert E. Schroeder is listed as owning $49,700 and one share each is held by G. W. Burton, E. Bentley Hamilton and Chester O. Fischer.

TAMPA TIPS

Tampa Cigar Production Shows Steady Gain—Movement Plans to Bring New Industry to Tampa—F. Lozano, Son & Company in New Quarters

Tampa, Fla., August 10, 1916.

CONSTANT gain is being made in the cigar production here and Tampa is surely establishing her position as the leading clear Havana cigar city in the United States. Figures just made public for July show an increase of more than 3,000,000 over July, 1915. Also the Customs House receipts for the fiscal year ending June 30th, show that the total importation of tobacco had an increase in value of $345,346 over the figures for the fiscal year ending June 30, 1915.

Ernest Berger, general manager of the Tampa-Cuba Cigar Company, is back after an extended trip through the Middle West, following his visit to Cincinnati as a delegate to the Rotary Club Convention. Mr. Berger visited Louisville, Milwaukee, Chicago and New York, while on the trip.

Enrique Pendas has returned from Havana, where he has been looking over the leaf market and making purchases.

Faustino Lozano is now in New York attending to business matters.

Francisco R. Diaz, of V. Guerra Diaz & Company, is back in the city from Havana.

The addition to the factory of F. Lozano, Son & Company, now being complete, the firm has removed its offices to the new building. Its equipment is most modern and complete, and the outlook for business indicates that additional hands will be taken on as soon as possible.

After a vacation at French Lick Springs, Val Antuono, manufacturer of the "C. H. S." cigar, is back at his desk, prepared for the fall rush of business.

Celestino Vega, who has recently returned with his family from a vacation, has left for the leaf markets of Havana. He expects to be gone about two weeks.

Among the recent visitors was Emilio Suarez, the New York leaf dealer, en route to Havana, where he expects to make some extensive purchases. Mrs. Suarez accompanied her husband.

The Tampa "Morning Tribune" has won undying fame by starting a movement to raise a fund of $250,000 to be used in assisting local factories. It is understood that the idea is to encourage the industrial growth of the city in lines other than cigar manufacturing, it being held that the stability of the city's prosperity will be much enhanced by having more than one industry to depend upon. The idea is that if the fund is raised, it is to be invested in stock companies which may be induced to locate in Tampa. The Board of Trade and other commercial bodies have given the movement their support, and a number of individuals have already offered to subscribe.

Mariano Alvarez, who is factory manager for A. Santaella y Ca, is out of town on a vacation. He is said to have gone to the mountains of North Carolina to get a brief respite from his responsibilities.

The demand for the "Admiration" cigar throughout the country is attested to by the factory here in Tampa; in fact, it is intimated if the increase remains steady, E. Regensburg & Sons will probably find it necessary to secure additional quarters by erecting an addition.

Harry Culbreath, sales manager of the "La Mega" factory of V. Guerra, Diaz & Company, who was recently operated on for a minor trouble, is convalescing rapidly, and he is expected to be out among the trade shortly.

F. A. Torres, of Sanchez y Haya, has returned from Havana after making some purchases of fine selections of the new crop.

Jose Lovera, of Jose Lovera & Company, is still in Havana.

Perfecto.

Branch of Big Cigar Company Locates in Reading

The Berkshire Cigar Company has recently leased the Dibert Building at 231 Washington Street, Reading, Pa., and opened with some two hundred hands. This company is a branch of a million-dollar concern with factories in a number of other cities including Tampa where the headquarters are said to be located. The concern will manufacture only high-grade goods retailing at ten cents and upwards. A local man has been secured as shop superintendent. The parent company is said to have been in business since 1852 and when described as a million-dollar concern its position in the cigar manufacturng field and its assets are said to be only mildly stated.

Sioux City Headquarters for Liggett & Myers

It is understood that following the change whereby the Liggett & Myers Tobacco Company took over the Spalding-Merrick Company, Sioux City, Ia., will become the headquarters for the district comprising a part of Iowa, a part of Nebraska, and all of South Dakota. F. W. Moss, who was division manager for the Spalding-Merrick Company at Des Moines, will become manager of the Sioux City headquarters. Fifteen men at present will travel out of Sioux City for Liggett & Myers.

George Kumpf has recently purchased the cigar factory of George Vogelsang, Pekin, Ill. Mr. Kumpf has been employed in the Vogelsang factory for several years.

Cork Tips **Cork Bobbins**
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Figuras 39-41, Cable "CUETARA" Havana, Cuba

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IRREGULAR PAGINATION

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26TH STREET & 9TH AVENUE, NEW YORK

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OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS
90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY — CIGAR BANDS, SHOW CARDS, FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. .·. No bogus Advertising admitted.

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WE GUARANTEE

Copenhagen Snuff

To Be

ABSOLUTELY PURE

WE guarantee Copenhagen Snuff is made from the whole leaf of Tennessee and Kentucky Tobacco—scrap (pieces of tobacco) is not used in it.

We guarantee the sweetening and seasoning and flavors and scent, in fact everything that is added to the tobacco or put on the tobacco, is pure and may be used freely in food under the United States Pure Food Laws.

OUR OFFER

THAT every user of Copenhagen Snuff can feel entirely safe and know that he is using a pure tobacco, we offer to any man (including our own employees) Five Thousand Dollars who will show our guarantee to be incorrect, or to any man who finds in Copenhagen Snuff as manufactured and shipped by us anything used in the tobacco or on the tobacco that may not be used freely in food products under the United States Pure Food Laws.

Weyman-Bruton Company

50 Union Square

New York

J. Peterson

PRESIDENT

El Principe de Gales

OLD STANDARD

HAVANA-CIGARS

A BRAND WITH A WONDERFUL RECORD

AN UNINTERRUPTED SALE FOR MORE THAN 60 YEARS

A STANDARD OF VALUE AMONG HAVANA LINES

HAVANA AMERICAN CO.

111 FIFTH AVENUE NEW YORK

The Man Who Smokes Them Says—

"It is the BEST CIGAR VALUE IN THE WORLD at 5c."

That is the reason the

John Ruskin

Cigar is one of the World's Biggest Sellers.

John Ruskin 5¢

THEY COULD BE SMALLER-BUT NOT BETTER

John Ruskin Cigars are hand-made and the Havana tobacco used is the choicest grown. They're mild—Big and Fragrant,

Valuable Profit Sharing Voucher on the Band of Each John Ruskin Cigar.

I. LEWIS CIGAR MFG. COMPANY

NEWARK, N. J.

Largest Independent Cigar Factory in the World.

That "BOLD" Cigar is famous today; famous for its quality and its workmanship.

"Above All"

Famous for its jobbing connections, a point that we are justly proud to advertise.

We are proud of our jobbers just as our jobbers are proud of "BOLD".

Bobrow Bros., Philadelphia

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SEPTEMBER 1st
1916

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Mighty Protests Against Proposed Increase in Transcontinental Freight Rates

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Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881

Vol. XXXVI No. 17

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. G. LOZANO J. M. LOZANO

TRADE MARK
Reg. U. S. Pat. Office

F. LOZANO, SON & CO.

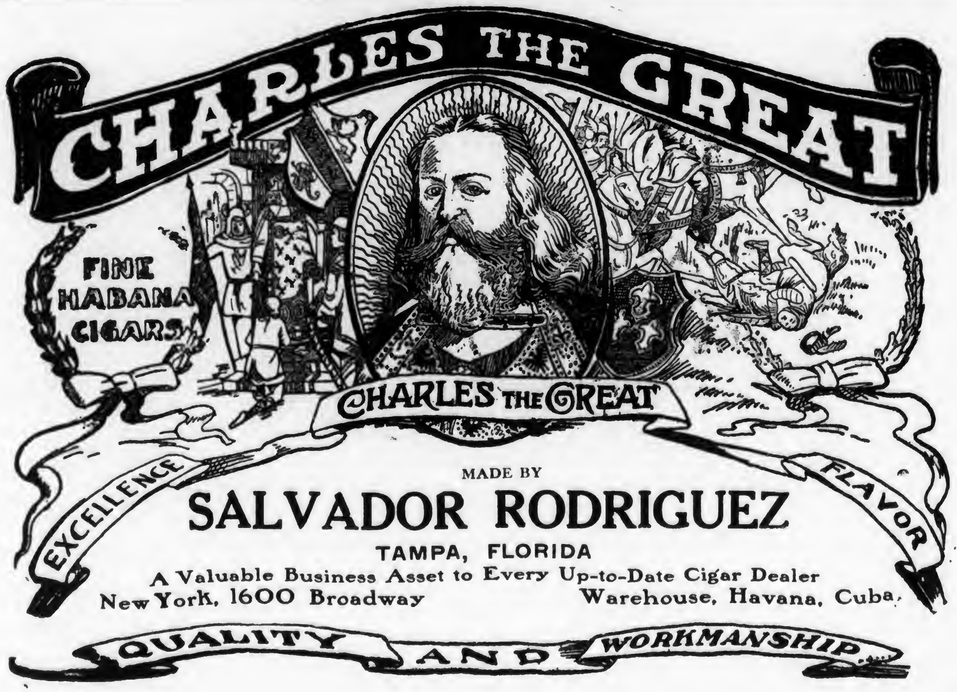
U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue



MADE BY

SALVADOR RODRIGUEZ

TAMPA, FLORIDA

A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba.

By Special Appointment To the Late King Edward VII

Philip Morris

The World's Oldest High-grade Turkish **Cigarettes**

Plain End or Cork-Tipped

"The Little Brown Box"

PHILIP MORRIS & CO., LTD.

72 Fifth Avenue New York

Londres Grandes

The *Juan P. Portuondo*

CIGAR MFG. CO.

PHILADELPHIA

MANILA CIGARS

As Mild and as Cool

as a breeze from the sea—Manila Cigars burn perfectly—They are all hand made, Spanish method—They have body and character—A high standard of quality is rigidly maintained under Government supervision and inspection.

Look for the Government Guarantee Stamp on Every Box

Darby & Joan Cigars

The VETERANO SIZE is the Finest All Habana Cigar ever made at **2 for 25c.** having that delicate Mildness and Fine Aroma Sought by Connoisseurs. Made only by

JOHN W. MERRIAM & CO.

101 Spring Street, New York

(MERRIAM CIGARS INC., SUCCESSOR)

For Gentlemen of Good Taste

San Felice

CIGARS

The Deisel-Wemmer Company

LIMA, O.

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

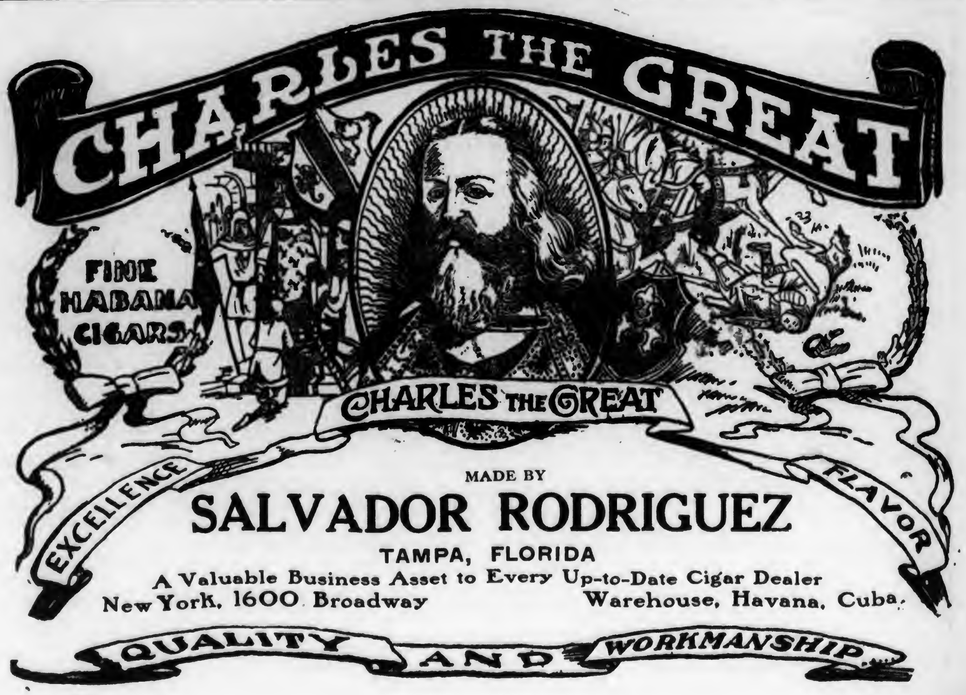
Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

TRADE MARK
Reg. U. S. Pat. Office



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For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

INTENTIONAL 2ND EXPOSURE

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street - New York

Board of Trade Bldg., Montreal, Canada

SOL HABANA

Behrens & Co.

Havana, Cuba

Estrella No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

MURAD

THE TURKISH CIGARETTE

15¢

TURKISH Tobacco is the WORLDS MOST FAMOUS Tobacco for CIGARETTES

Everywhere-Why?

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.

General Offices, PITTSBURGH, PA.

YEARS OF EXPERIENCE HAVE MADE

PUNCH

A Cigar with Hardly a Rival

MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba

AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

"LA MEGA" *MADE IN BOND*

HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP

V. Guerra, Diaz & Co., Tampa, Fla.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY

LA FLOR DE R. A. BACHIA Y CA. TRADE MARK HABANA

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK

FACTORY TAMPA FLORIDA

WAREHOUSE LEALTAD 129 HAVANA

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N. Y. City.

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.

RICHMOND, VA.

REX BEACH
Famous Author, says:

"I have smoked Tuxedo in sub-Arctic Alaska, at Panama and everywhere—would not smoke another kind"—

Rex Beach.

WILLIAM FAVERSHAM
Famous Actor, says:

"A pipe of Tuxedo keeps me feeling physically fit and in good spirits, and, because it is mild and doesn't bite, it is pleasant to the throat and keeps my voice in good tone."

William Faversham

JEFF
Famous Actor, says:

"Myriad fragrance and mildness no limit. Tuxedo is the most satisfactory"

CARUSO
World-famous Tenor, says:

"Tuxedo completely satisfies my tobacco taste. It is mild and has a delicious flavor. Most important of all, from a singer's standpoint, Tuxedo does not irritate my throat."

Enrico Caruso

JOHN PHILIP SOUSA
The March King, says:

"Tuxedo gives an absolutely satisfying smoke, fragrant, mild, and pleasant."

John Philip Sousa

HARRY LAUDER
World-famous Scotch Comedian, says:

"Tuxedo for mildness, purity and fragrance, THE tobacco for me. With my pipe filled with good old TUXEDO, all my troubles go up in smoke. In all my world-wide travels I've yet to find its equal as a slow-burning, cool-tasting, sweet-flavored tobacco. TUXEDO satisfies me completely."

Harry Lauder

Tuxedo

The Perfect Pipe and Cigarette

WATCH the men that smoke Tuxedo—treated by the famous "Tuxedo Process," and you'll find they're all brainy—taking out every particle of bite and sting. lows, full of the old "get-there" spirit and The "Tuxedo Process" is the *original* feeling bully all the time. best. Don't be sidetracked by any

Money can't buy a better tobacco than imitations that have come along later and Tuxedo—made from the cream of the claim to be "just as good." Nothing that's Burley crop, chosen for its superb mildness "just as good" is ever the *best.*

MAURICE COSTELLO
Famous Moving Picture Actor, says:

"The great thing about Tuxedo is the fact that it gives full fragrance and flavor together with extreme mildness. I find Tuxedo not only the height of pipe enjoyment but a distinct benefit because it gives just the proper degree of relaxation. Tuxedo is undoubtedly an exceptional tobacco."

Maurice Costello

TIGHT BINDING TEXT CUT OFF

The Exceptional Cigar

BUSTILLO BROS. & DIAZ, Inc.

GENERAL OFFICES
267 Fourth Avenue **New York City**

LIPSCHUTZ'S
44
CIGARS

"44" Cigar Co. Philadelphia

BAYUK BROTHERS

"HAVANA RIBBON"

FIVE CENT CIGAR

PHILADELPHIA

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

1871 GATO 1878

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

DIAMOND JOE
TRADE MARK
CIGAR FACTORY
ESTABLISHED 1850

Charles Denby

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE
H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

Stop! Look! Listen!

This is the psychological moment for you to begin to use domestic wrappers. The condition of the imported wrapper market is dangerous. If you don't look out you will work another year for nothing, or at a loss. $1.85 per pound duty; labor higher than ever; fillers and binders higher than ever; and imported wrappers dangerously high; these are facts that spell—NO PROFIT FOR YOU.

We have some fancy, light, fine quality

GEORGIA and FLORIDA Wrappers

that burn and taste as good as any imported wrapper. They will make money for you on every cigar that you sell.
Use Florida, Georgia and Connecticut Shadegrown.
The only way that will enable you to make money, is to please your customers. Which would you rather be, prejudiced or prosperous? It's up to you.

AMERICAN SUMATRA TOBACCO COMPANY
ALWAYS SELLS THE CHOICEST

TOBACCO

142 Water Street, - New York.

CHANCELLOR

The Acknowledged Leader among Mild Sumatra Wrapped Havana Cigars

YES DE ESPAÑA

Clear Havana Cigars

Lopez Hermanos
Makers

New York Office: 250 Fourth Ave.

Factory: Tampa, Fla.

Meet me at the Tuller

For Value -Service, Home Comfort

New **HOTEL TULLER**
Detroit, Michigan

Center of business on Grand Circus Park. Take Woodward car, get off at Adams Avenue

ABSOLUTELY FIREPROOF

200	Rooms,	Private	Bath,	$1.50	Single,	$2.50	Up Double
200	"	"	"	2.00	"	3.00	" "
100	"	"	"	2.50	"	4.00	" "
100	"	"	"	3.00 to 5.00	"	4.50	" "

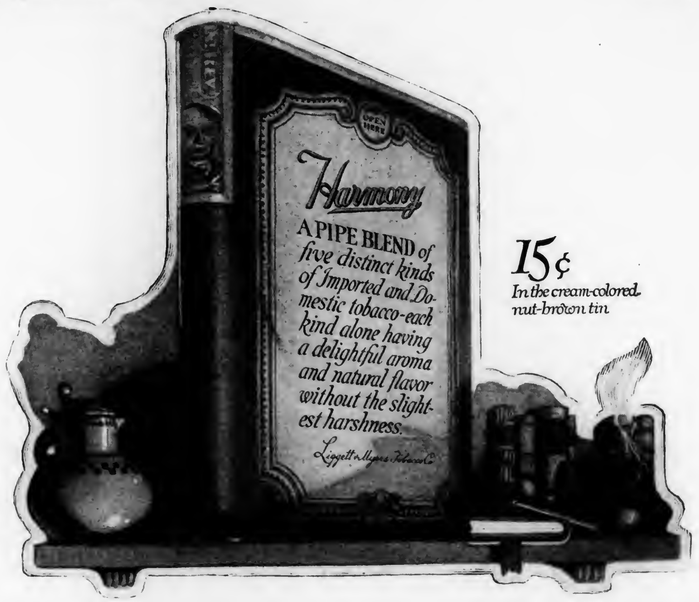
Total 600 Outside Rooms
ALL ABSOLUTELY QUIET

Two Floors—Agents' Sample Rooms

New Unique Cafes and Cabaret Exellente

To Retail Dealers: Harmony is going to sell. Prepare for the demand *at our risk*, not yours. We guarantee the sale of every ounce. You can get a pound or more every day or every week, delivered direct from our factory to your store. Order from your jobber NOW.

Liggett & Myers Tobacco Co.


Harmony
A PIPE BLEND of five distinct kinds of Imported and Domestic tobacco-each kind alone having a delightful aroma and natural flavor without the slightest harshness.
Liggett & Myers Tobacco Co.

15¢
In the cream-colored nut-brown tin

Announcement Harmony Pipe Blend has accomplished something NEW in smoking tobacco, It has succeded in so intimately blending (or harmonizing) several different choice imported and domestic tobaccos that it has in reality produced a new, more delightful smoke-flavor—*absolutely without a trace of discord.*

Each of these tobaccos plays its own part in giving Harmony its cool and characterful flavor. One is used for its exquisite *aroma*—one for its "fruity" *richness*—one for its delicate *pungency*—one because of its unusual *sweetness*—and one for its full, mellow *"body"*.

The result is a new, more delicious flavor—it might be called "rich mildness" so delicately does the rich savor of these tobaccos shade into mildness. But only your own most cherished old pipe can really reveal to you Harmony's perfectly balanced taste.

Liggett & Myers Tobacco Co.

HARMONY
A PIPE BLEND

Backed Solidly By Advertising. We have so much confidence in HARMONY that we are backing it with National Advertising in the following list of publications, and others, having a total circulation of *Over* 9 *Millions:*

Saturday Evening Post	Scribner's	McClure's	Popular Mechanics	Judge
Life	Literary Digest	American	Illustrated World	Puck
Collier's Weekly	Century	Red Book	Current Opinion	Leslie's
Metropolitan	Munsey's	Everybody's	Review of Reviews	Scientific American
Hearst's	Outlook	World's Work	System	Popular Science

Important Request

Our Information Bureau is constantly in receipt of requests for information as to the sources of supply of various brands of cigars, cigarettes, tobacco, plug, snuff, etc.

In order that we may be able to supply such information, we respectfully ask all manufacturers, as well as jobbers or agents controlling private brands, to send us complete lists of their respective brands and prices, and also to mail us from time to time, their supplementary or amended lists.

Our Information Bureau is not only a benefit to those looking for such information, but it may indeed be of untold advantage to manufacturers, jobbers or agents whose brands are looked for by such inquirers.

Moreover, this Association is endeavoring to establish an efficient Information Bureau for the benefit of the entire industry, for non-members as well as for members, and we ask for the co-operation of every tobacco man to help build up such a bureau by filing with us a complete list of their brands and prices, for which we make no charge.

Tobacco Merchants' Association of the United States

5 Beekman Street, New York City.

KILLEBREW & MYRICK'S

"TOBACCO LEAF"

The Leading Authority in Book Form

All about Tobacco From the Plant to the Finished Product

500 pages, cloth bound—$2.00 by mail, prepaid

The Tobacco World Corporation

Selling Agents

236 Chestnut St. - - Philadelphia

A Favorite with the BEST Cigar Stores Restaurants Hotels and Clubs

Manufacturers

PEDRO CASTRO & CO., Tampa, Fla.

New York Distributers

LOUIS G. SMITH & CO., 52 Beaver Street

Flor de

Jeitles

CLEAR HAVANA CIGAR

5¢

JEITLES & BLUMENTHAL, Ltd.

PHILADELPHIA.

Fancy Cigar Boxes

made by

Henry H. Sheip Mfg. Co.

Columbia Ave. and 6th St.

PHILADELPHIA

The Real Independent Factory in Havana

"PARTAGAS"

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

CIFUENTES, PEGO Y CA.,

172 Industria :: Havana, Cuba

ROBERT E. LANE

General Representative for United States and Canada

115 Broadway New York

25% to 75% Increased Sales

are made by many dealers in

SWEET CAPORAL

CIGARETTES

since our big Outdoor Painted advertising campaign started.

Painted Bulletins like the one shown to the left are 12 feet high and from 25 to 50 feet long. They are painted in striking colors and are placed along the most heavily traveled thoroughfares in the immediate vicinity of dealers' stores.

We have proven conclusively to the *American Tobacco Co.* that by concentrating their Wall and Bulletin Advertising in the dealers' immediate neighborhoods, that their dealers will sell more *Sweet Caporal* Cigarettes, and incidentally increase profits to their mutual advantage.

Every dealer will benefit by this campaign. We have a long term contract which guarantees *permanent* advertising through the biggest and most dominating advertising medium it is possible to secure.

Every dealer can lay in a fresh stock, knowing that he will receive plenty of assistance in selling it.

Ask Dad, he knows

is the slogan. You've seen it.

CHICAGO **Thos. Cusack Company** NEW YORK

Largest Advertising Company in the World

NATIONAL SALES REPRESENTATIVES FOR 87 PRINCIPAL CITIES

Besides the Tobacco—

What Characterizes a Good Cigar?

AROMA — FRAGRANCE
FRESHNESS — CLEANLINESS

Without them, your smoke cannot be popular. Do you not think it wise to see that these qualities are ably protected and preserved?

Heekin Cans

not only keep cigars, stogies and tobacco in perfect condition indefinitely, but due to the attractive lithographed (NOT stenciled) designs, they add a selling power that is of inestimable value.

All Sizes—All Shapes.

Prompt service on all orders.

The Heekin Can Co.

Culvert, Sixth and New Sts.
Cincinnati, Ohio

"Heekin Can Since 1901"

Remarkable Leaders
among
CLEAR HAVANA BRANDS

These are cigars Made—In—Bond and smoked from Coast—to—Coast, enjoying an enviable reputation among dealers for "Repeat" calls.

You should stock at least one of these brands:

"El Briche"
"Hoyo de Cuba"
"Flor de San Martin & Leon"

Jobbers and Dealers have not been slow to appreciate the value of Clear Havana brands that duplicate, as is testified by the steadily increasing sales.

San Martin & Leon cigars are favorites with the consumer. Do not lose trade and profits by failing to have these goods in stock.

San Martin & Leon
Tampa, Florida
Member, Tobacco Merchants' Association

Write for exclusive agency for the "Lord" Cigar

with a unique profit-sharing

proposition for the store-keeper

"Exceedingly Better"
HENRY'S CIGAR CO., Philadelphia, Pa.

Going big—bigger—biggest! Not simply here and there but everywhere. What? FRAT.

10c quality—10c quantity—retails in the Patterson duo-paper package at

5c

Would cost double in tins.

Most jobbers are supplied.

Patterson Brothers Tobacco Corp.
Original Pattersons of Richmond, Va.

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

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AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD — PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVI. PHILADELPHIA AND NEW YORK, SEPTEMBER 1, 1916. No. 17.

I. C. C. SUSPENDS HIGHER COAST RATES UNTIL END OF THIS YEAR

Great Protest Compelled Public Hearing—Proposed Increase Higher Than Any Rates Applied to Similar Traffic for Years

PROPOSED increases in trans-continental freight rates from the East to inter-mountain territory and from the Pacific Coast to the East, which it was estimated would bring the railroads about $20,000,000 a year additional revenue, have been suspended by the Interstate Commerce Commission at Washington for further investigation.

The Commission suspended the rates until December 30th, pending the investigation to determine their reasonableness. They would have been effective September 1st. The increases proposed were on fruits, vegetables, dry goods and many other commodities. More than 600 shippers were represented at the hearings recently and protested against the increase.

These advances had been filed with the Commission by R. H. Countiss, C. C. McCain and Eugene Morris, agents for the railroads, upon the assumption that they were acting in accordance with a decision of the Commission, which held that, inasmuch as there exists no water competition through the Panama Canal between the coasts there is no reason for reducing the coast-to-coast rates.

The roads thereupon filed new tariffs, effective September 1st, proposing not only to restore the old transcontinental rates but to increase the rates which had previously been in effect. This applied to what are known as Schedule C commodities, which embraced articles which were carried largely by the water lines. Prominent among the Schedule C commodities are iron and steel articles, which the Pacific Coast interests obtain from the Pittsburgh and other Eastern producing centres. Increases in the eastbound rates were to apply on sugar, dried and canned fruits, barley, cereals, canned fish, cigars, tobacco, etc.

So great was the protest against the proposed increases, which were declared to vary from 25 per cent. to 200 per cent. in excess of the existing rates, that the Board of Suspension of the Commission felt compelled to grant a public hearing before acting. This hearing lasted from August 14th to the 19th, at which time shippers from various parts of the country appeared. At that time it was declared that unless the Commission suspended the rates the shippers would go to court and request an injunction against their application. It is understood that a petition for such an injunction filed in California was denied the other day.

In acting upon the request of the shippers and suspending the advances in the trans-continental rates at this time, the Commission does not desire to be placed in the light of prejudging the question. The rates have been suspended until the end of the calendar year merely to give the Commission an opportunity to inquire into their reasonableness. It is understood that the prime consideration which prompted the Commission to suspend the rates was because they were advances in excess of any rates applied to similar traffic for many years past. The Commission

(Continued on Page 18)

NEW YORK EXPORTERS DISCUSS EFFECT OF TOBACCO EMBARGO

Holland-America Line Notified to Stop Shipments—Growers' Protest Justified Say Leaf Men—Prices Will be Lower is View

NEW YORK tobacco exporting concerns have expressed various opinions on the embargo recently placed by England on tobaco shipments from this country to Holland and from there to Germany and Austria. The exporters say that the recent protest of the Kentucky growers was justified. In further discussing the subject, the "Journal of Commerce" prints the following:

"Although only five per cent. of the total number of pounds of tobacco exported from this country will be included under this embargo, it is generally conceded that such an act will tend to lower the prices because of a decrease in demand. In the opinion of the majority of officials the Kentucky growers, who have sent a delegation to Washington to ask the President to bring pressure on Great Britain, are justified in their protest. These growers raise the dark fire tobacco almost exclusively and this is the type that predominates in the exports to European countries.

"The total shipments to Holland during the fiscal year ending June 30th were about 60,000,000 pounds. This tobacco comes almost entirely from Kentucky and is about five per cent. of the total tobacco exports from this country.

"Mr. Bressler, of the Kremelberg Company, tobacco exporters, said, 'This embargo will undoubtedly lower the price of tobacco and it is for this very reason that England has taken the action. Prices at present are fairly high. The Kentucky farmers have greatly increased their acreage upon rise of prices and upon the announcement received last spring that tobacco would not be placed under an embargo. Tobacco has always been considered non-contraband.

"'The Kentucky growers have on their hands an extra large crop this year and they are now ready to cut their harvest. At this time the embargo comes extremely hard to them. They raise the dark fire tobacco, for which there is practically no domestic demand. If they are successful in getting the President to take action, I firmly believe that he can force England to withdraw the embargo.'

A representative of another firm said that the prices would only slightly be affected. The kind that is generally used throughout the United States would probably not be changed, and though the embargo was vital to the Kentucky men, in general it would not have a marked effect on the tobacco trade, in the opinion of this official.

"Another exporter was confident that matters would take a good turn and that some market would be found for tobacco at present on hand. Word was received yesterday at this exporting house that the Holland-American Line has been notified not to take any more tobacco on its ships.

(Continued on Page 18)

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J. LAWTON KENDRICK ..... Managing Editor
HOBART BISHOP HANKINS ..... Advertising Manager

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While there has not been any concerted action regarding the increase in price on cigars, not a few local manufacturers have begun to increase the prices on their goods by discontinuing certain discounts. Others are preparing to do the same. Manufacturers after going over figures could do nothing else. Manufacturers who buy their Sumatra direct state that the increased cost in this alone, during the past year, runs into tens of dollars. Dealers are beginning to realize that there are some cigars that will have to come off the six-for-a-quarter list.

Prices Going Up

Philadelphia Notes

Dan Ostrow, at Seventh and Chestnut Streets, is showing the "Hernan Cortez" brand in his window.

Morris Langsdorf, who has been summering at Atlantic City, paid a recent visit to New York.

After making an exhibit in Boston, the display of cigars of Henry Clay and Bock & Company, will come to Philadelphia, where the choice sizes and packings will be shown.

N. F. Eberback, of the jobbing house of A. B. Cunningham & Company, on North Second Street, was noticed on Broadway recently.

Victor Lopez, of J. Klorfein, was in town recently looking over the "Garcia Grande" business. The brand has a healthy demand in this city.

The "Bella Mundo" brand of Neumann & Mayer features a window display in the Juniper and Market Street store of Yahn & McDonnell.

The "Dependo" five-cent cigar is displayed in the window of the Peermont Cigar Company, at 1105 Market Street.

H. B. Grauley is featuring his "Golden Rule" brand in an attractive display in the store at Sixth and Chestnut Streets.

The Juan Portuondo Cigar Manufacturing Company has received its first orders for one-fortieth packings for the holiday season. The demand is for both the "Sintoma" and "All Alike" brands.

Alterations have been begun on the old "United" stand in Green's Hotel, at Eighth and Chestnut Streets. The Schulte chain will open its first store in this city in this location shortly after the first of the month.

Charles E. Waters, manager of the Yahn & McDonnell store in the Widener Building, states that the summer business at this location has been one of unusual briskness. Mr. Waters will leave next week for his vacation which will be spent in Atlantic City.

The new fifteen-cent smoking tobacco made by Liggett & Myers and sold under the brand title of "Harmony" is to be displayed in a number of Chestnut Street stores. The daily newspapers in this city are also carrying copy relating to the brand.

W. W. Rosebro, representing M. Bustillo & Company, was a recent visitor in Philadelphia having come from the West to close some accounts in this section. "La Flor de M. Bustillo," a clear Havana cigar made in Tampa, is the firm's leader. Mr. Rosebro states that conditions in the West are excellent.

With the Phillies well up in the race and good crowds attending the games at Broad and Huntingdon Streets, the "All Alike" and "Sintoma" brands of J. F. Portuondo Cigar Manufacturing Company are enjoying a heavy sale at the Phillies Ball Park.

"LA SARAMITA" Cigars in Cleveland

THIS good-looking display of "La Saramita" cigars recently appeared in a window of the store of Edw. I. Polster, at Fifty-fifth Street and Euclid Avenue, Cleveland. The young man standing in the doorway is the store manager, Norman Polster. The Shields-Wertheim Company are the manufacturers of the "La Saramita" brand.

Tampa

Cigar Output Promises Record Year—Many Holiday Orders on Hand for Sanchez y Haya—E. J. Stachelberg a Recent Visitor

Tampa, Fla., August 26, 1916.

THE cigar industry bids fair to establish a new high record this year, the figures of the output for 1916 to date exceeding the same period last year by 50,025,000 cigars. It is estimated that if nothing happens to disturb the prosperity of Tampa, the output this year will exceed 325,000,000.

The strides that Tampa is making is also shown by its rise from eleventh to seventh place in the list of customs ports of the country.

One of the first firms to show a big list of orders for holiday goods is the old reliable Sanchez y Haya factory. Mr. Torres is back from Havana, where he secured some choice leaf, and is now at work in earnest. The salesmen have evidently caught the prosperity spirit, for orders are coming to hand daily that indicate a very healthy interest on the part of dealers and jobbers in the Sanchez y Haya goods.

Among the recent visitors was James Byrne, of the Gonzales & Sanchez Company, of Jacksonville.

Manuel B. Pendas is in Havana looking after some leaf for Y. Pendas & Alvarez. Also Jaime Pendas, of Moreda & Company, is in Cuba giving the new crop a careful examination.

Celestino Vega, who has been in Cuba with his family, combining pleasure with business, has returned. Mr. Vega took his automobile with him and reports a pleasant trip.

E. J. Stachelberg, who has recently entered the leaf business in Havana, came over to Tampa for a few days with Mrs. Stachelberg. He has since left for the North.

Val Antuono, of the C. H. S. factory, who has been in Cuba for a couple of weeks looking after some leaf for his factory, has returned to his desk.

Frank Diaz, of V. Guerra, Diaz & Company, who has been in New York on business, is expected back the coming week.

Harry Culbreath, the well-known representative of V. Guerra, Diaz & Company, who has been incapacitated by a minor operation for several weeks, is preparing to leave on a long trip about the first of the month.

Business is going well with F. Lozano, Son & Company, who are now located in their new factory. Not only is it a splendid factory to work in, but the landscape will be much improved by the work which is being done on the surrounding grounds.

Jose Escalante, of Jose Escalante & Company, has gone to Havana on business. He expects to be gone for several weeks and will give his careful attention to the new crop.

Harry Moulsdale of Sanchez y Haya, has been in town making plans for the fall campaign and getting his stock of new samples. He has since left on a trip over his territory.

Perfecto.

Aid Promised Tobacco Growers by Lansing

Full support of the Government has been promised by Secretary Lansing to seventy-five planters of Virginia, Maryland, North Carolina, Kentucky and Tennessee, who were in Washington, D. C., to protest against Great Britain's action in renewing restrictions upon tobacco shipments to neutral countries. A demand that the restrictions be removed probably will be sent by the State Department shortly.

The planters, accompanied by members of Congress from their States, called at the department and presented a petition declaring the effect of the British order would be far reaching and disastrous, and urging that the Secretary use his best efforts to have it rescinded. In event of failure, they asked that steps be taken "to impose proper penalties on the trade and credit relations of such foreign countries as unwarrantably seek to interfere with shipment to neutral countries of our non-contraband product."

IRREGULAR PAGINATION

NEW YORK EXPORTERS DISCUSS EFFECT OF TOBACCO EMBARGO

(*Continued from page 15*)

"In Washington there are intimations that Great Britain may be trying to 'corner' tobacco, and be prepared to dispose of it at the close of the war. Marion Letcher, Foreign Trade Advisor of the State Department, has notified the growers that the department has investigated the question and had presented its views regarding the embargo in a vigorous manner to the British Government, which declined to modify the order.

"Senator James, of Kentucky, has expressed the opinion that the British-American Tobacco Company had sought the embargo. Mr. Letcher said an investigation was being made to see what relationship, if any, existed between the company and the British Government and what effect the embargo would have on the company's financial operations."

Output of Cigars, Cigarettes, Etc., for July, 1916

The output of cigars, cigarettes, smoking and chewing tobacco, and snuff, for the country for July, 1916, with comparisons for the same month of 1915, as furnished by the Commissioner of Internal Revenue, is printed herewith:

Products.	July, 1915.	July, 1916.
Cigars (Large), Number	615,680,600	612,739,523
Cigars (Small), Number	85,697,947	77,097,600
Cigarettes (Large), Number	1,235,203	2,104,400
Cigarettes (Small), Number	1,722,614,904	2,410,746,984
Snuff, Manufactured, Pounds	2,411,383	2,530,947
Tobacco, Chewing and Smoking, Pounds,	33,799,516	33,777,475

NOTE.—Porto Rican imports July, 1916, included in above statement were as follows. 2,348 gallons rum; 14,501,720 large cigars; 500 large cigarettes; 630,000 cigarettes.

Philippine Islands imports for July, 1916 (report not yet received), will be shown in a footnote on the August statement.

South Africa's Trade in Foreign Tobacco

Although the production of locally-grown leaf in normal times is fairly large, yet considerable amounts of foreign tobacco are imported into the Union of South Africa each year. A comparison of these imports may be made from the table below, which gives the tobacco-import statistics for the years 1913, 1914 and 1915:

Kinds of Tobacco.	1913 Pounds.	1914 Pounds.	1915 Pounds.
Unmanufactured	1,033,910	924,240	564,079
Cigars	111,815	95,314	79,669
Cigarettes	311,635	236,261	114,671
Goorac and Hookah	2,269	18,109	1,843
Snuff	305	581	582
Manufactured (Not Otherwise Described)	55,026	51,667	52,369

The unmanufactured tobacco imported into the Union is made into cigarettes and cigarette tobacco by a few important and numerous small firms. Nearly all the well-known English and Egyptian brands of cigarettes are sold in South Africa, but in small quantities.

It is stated by the manager of one of the large South African tobacco manufacturing firms that despite the shortage of the domestic crop he does not believe there have been additional purchases of tobacco from the United States. Most of the local companies have maintained supplies on hand in anticipation of crop failures, such stocks being sufficient to tide them over in the event of a serious shortage. The high import duty, moreover, tends to discourage the purchasing of large supplies in other countries.

It is believed that the large South African tobacco companies purchase on the open market when desiring American supplies. Such firms usually have their American agents or have arranged with concerns in the United States to act as their representatives.—"Commerce Reports."

I. C. C. SUSPENDS HIGHER COAST RATES UNTIL END OF THIS YEAR

(*Continued from page 15*)

realizes that water competition has compelled the roads to apply very low rates from coast to coast. The important point to be decided is whether or not the present cessation of water competition through the Panama Canal is temporary and, therefore, not an adequate reason for making great increases in the rail rates.

The Interstate Commerce Commission recently suspended until December 30th a proposal of Western roads to make a charge for loading and unloading shipments of less than carload lots. The roads proposed to charge 1¼ cents per hundred pounds for such loading and unloading, a charge which would have materially increased revenues and which was to have gone into effect September 1st.

American Tobacco Company Shows Gain

Sales of American Tobacco Company for June and July increased about $2,000,000 over corresponding months last year. This gain was about equally divided between the two months.

This gain in business does not take into consideration certain subsidiaries making tobacco accessories. American Cigar Company, subsidiary of American Tobacco Company, is about 100,000,000 cigars behind orders, and regular fall business has not yet started to come in.

The cigar subsidiary has had considerable trouble with labor for several months. During the last few days all of the strikes have been settled, except in Detroit. While labor troubles have hurt earnings of American Cigar Company, the net so far this year has held up even with year ago.

At close of the first quarter of this year Dow, Jones & Company estimated net of American Tobacco Company, for full year 1916, equal to at least $24 a share on the common stock, compared with $20 in 1915. Results up to August 1st make this forecast practically a certainty, with a possibility that the full year's results will run considerably above that figure.

Retailers Still Fighting Coupon

The latest step in the fight of the Independent Retail Tobacconists' Association of America, Incorporated, against the use of coupons in the tobacco industry is the sending out of printed pamphlets to the trade containing the text of the coupon-taxing law of the State of Washington, together with some general remarks on the subject of coupons. The chief feature of the law in question is that it puts a tax of $600, in the form of a license, on each and every seller or user of coupons. A separate license is required in each county wherein the seller or user does business. After telling why the association is opposed to the use of coupons in business the pamphlet goes on to say that the independent retailers in many States have introduced bills in the different legislatures to tax or prohibit the coupon. All measures of this kind that have been brought up in Congess have been defeated.

Business Good With Jeitles & Blumenthal

The various factories of Jeitles & Blumenthal are very busy, according to a statement by one of the members of the firm, who adds that orders for the National size of "Statesman" cigars is in heavy demand. Orders from western points for "Flor de Jeitles" and "Tungsten" cigars are keeping the full force busy.

Cincinnati

Lilies Cigar Company Open Branch Here—Preston Herbert a Trade Visitor—"Harmony" Pipe Blend Taking Well

Cincinnati, O., August 28, 1916.

THE products of Cuesta, Rey & Company are receiving attention at the hands of Straus Brothers & Company; who are carrying on an educational campaign in regard to the X-ray sterilization feature which is the last word in the production of germless cigars.

W. W. Rosebro, representing M. Bustillo & Company, spent several days here recently en route eastward. He is boosting the "La Flor de M. Bustillo," a high-class clear Havana product.

The factory of the J. H. Lucke Company, recently in the hands of receivers, has been taken over by the Lilies Cigar Company, of Detroit,, who will operate a branch here. John H. Lucke has been retained as the head of the factory.

Preston Herbert, vice-president of the United Cigar Manufacturers' Company, is among the recent visitors. He was a visitor at the headquarters of Henry Straus, the jobbers for the company's brands in this territory.

The "R. B." cigar received attention recently through a visit of Julius Riesenberg, of Rosenthal Brothers, who is en route to San Francisco.

The "Judge Wright" cigar is receiving the attention of the Dow Drug Stores. It is prominently featured.

"Harmony Pipe Blend," the smoking tobacco put out by the Liggett & Myers Tobacco Company, has been about town for nearly three weeks, and the dealers find that it is taking well with the consumer. W. P. Adams has been made district manager in charge of the distribution of "Harmony" in Kentucky, Tennessee and Alabama.

Al Korn, of S. H. Furgatch & Company, was a recent visitor. "Vega del Rey" and the other Furgatch brands came in for some good boosts.

Gerson J. Brown, president of the J. B. Moos Company, has recently returned to the city, following a trip to Columbus and Cleveland.

September 2nd will mark the opening of the new establishment of Charles Keyer, who does a retail business, as well as repairing pipes. The store which formerly consisted of 1225 Main Street, now includes 1227 Main Street. It has been remodeled and renovated, and it will prove, when completed, one of the unique stores of the city.

The "New Bachelor" cigar, made by T. J. Dunn & Company, is being featured in the window of the drug store at Eighth and Main Streets.

O. J. Westerman, who recently purchased a controlling interest in the O'Dell Cigar Company, of Louisville, Ky., will become president of the concern and will also take over the active management.

Shipment of Tobacco to Neutral European Countries

A cablegram dated August 22 received by the Department of State from the American Embassy at London confirms the information received from the Commercial Adviser of the British Embassy with reference to shipments of tobacco to neutral countries, but places the date before which the tobacco must have been bought and paid for at August 4 instead of August 1.

Tobacco Crop Report Estimate for August 1st

The best growing conditions prevailed in Georgia and Florida, according to the appended table of statistics officially announced by the Government. According to the report issued by the United States Department of Agriculture the 1916 tobacco crop prospects improved moderately during July in the northern tobacco States (except Ohio), also in Kentucky, but declined in Virginia and South Carolina. The August 1st forecast for the United States is 1,197,000,000 pounds, which, if maintained, will be the largest crop produced; last year's crop was 1,061,000,000 pounds, and the average of the preceding five years is 992,000,000 pounds. Larger crops than last year are expected in practically all cigar districts and in Kentucky and Tennessee, but somewhat less in Virginia and the Carolinas. Of the total forecast this year nearly 20 per cent. is cigar type and 80 per cent. is smoking, chewing, snuff and export. This is close to the usual proportion.

The largest yield of tobacco reported is 3000 pounds from one acre in Effingham County, Ga.; the second largest, 2500 pounds per acre from two acres in Jefferson County, Ind.; and next follow two 2300 pound yields—from one acre in Washington County, Va., and from one acre in Forsythe County, N. C. Yields of 2000 pounds per acre are reported also as from eight acres in St. Marys County, Md.; from six acres in Montgomery County, Tenn.; and from one acre in Montgomery County, Ohio.

	Condition August 1st.	Forecast August 1st.	Final Est. 1915.
	Per Cent.	Pounds.	Pounds.
New Hampshire	90	171,000	140,000
Vermont	87	162,000	130,000
Massachusetts	90	13,252,000	8,030,000
Connecticut	90	36,763,000	29,970,000
New York	75	3,885,000	5,280,000
Pennsylvania	87	50,565,000	42,390,000
Maryland	90	21,114,000	16,280,000
Virginia	85	139,926,000	144,375,000
West Virginia	88	11,788,000	9,831,000
North Carolina	79	196,577,000	198,400,000
South Carolina	55	20,163,000	37,700,000
Georgia	92	1,196,000	1,496,000
Florida	92	2,907,000	3,549,000
Ohio	76	86,024,000	84,330,000
Indiana	83	13,635,000	11,340,000
Illinois	85	583,000	595,000
Wisconsin	86	53,611,000	36,900,000
Missouri	69	2,650,000	3,150,000
Kentucky	89	456,606,000	356,400,000
Tennessee	87	85,357,000	69,675,000
Alabama	70	105,000	100,000
Louisiana	85	95,000	126,000
Texas	80	136,000	100,000
Arkansas	73	288,000	300,000
United States	84	1,196,659,000	1,060,587,000

Banner Week for "7-20-4" Cigar

A new record has been made in the production of the "7-20-4" cigar, manufactured by Roger G. Sullivan, of Manchester, N. H. For the week ending August 19th, the production totalled 1,040,000 cigars. As this is a ten-cent smoke it would appear that prosperity has encouraged some people to purchase a better grade cigar.

The Nelson Cigar Company, of Milbank, South Dakota, has recently added more hands to enable them to care for the orders on "Yellowstone Trail" and "Tri-State" cigars.

Knickerbocker's Broadway Jottings

The exhibit of the goods of Henry Clay and Bock & Company, has been taken to Boston.

Sidney J. Freeman is again on the road gathering the orders on the La Flor de Intal factory brands.

C. A. Stroud, of Berriman Brothers, has gone to the Canadian woods for a brief vacation.

R. M. C. Glenn, vice-president of the Seidenberg Company, is back from a trip to the West.

Louis Klein was a recent visitor in New York. Mr. Klein is manager of the J. B. Moos Company, of Cleveland, O.

Henry Ottenberg, the Manila importer, has returned from a visit to Saratoga Springs. He was accompanied by Mrs. Ottenberg.

Among those returning to New York is H. G. Alces, who sells cigars for Simon Batt & Company. Mr. Alces came into town with a well-filled order book.

Sojourning on the outskirts of New York is Ed. Wodiska, of Corral, Wodiska & Company. Mr. Wodiska has been hanging up his hat at the Gedney Farms Hotel.

Asa Lemlein, the sales manager for the E. H. Gato Cigar Company, is out of town on a vacation. He is taking a chance on there being no sharks at Asbury Park, N. J.

The store of Harry Bremmer at 124 Liberty Street, has been re-opened by Adolph Rothenberg. Mr. Bremmer has been employed as a clerk.

The call for the "Tadema" brand in New York City is very pleasing to Arguelles, Lopez & Brothers, who notice the increasing amount of duplicate business.

The "Jean Valjean" cigar, manufactured by Dave Saqui, continues to enjoy a steadily growing trade in New York City.

Tunis Brothers, of 404 Broadway, manufacturers of the "Garcia Fama" cigar report business good with an excellent outlook for fall orders.

Louis Altman, of R. Gangemi & Company, is in the West looking after the interests of the "Lucella" brand. Some nice orders have come to hand for the brand.

The "El Arabe" brand of Benito Rovira & Company, is making headway in the New York trade. W. W. Weeks is doing good work on the brand in local territory.

M. Hallenbeck, of the Preferred Havana Tobacco Company is on a trip through the South and West in the interests of the "Alexander Humboldt" brand which is showing a steadily increasing sale.

Alexander Herbert and C. A. Thompson, of Philip Morris & Company, are enjoying the landscape from an automobile. These gentlemen have left for Montreal and will call on dealers en route.

The Cameron Tobacco Company has opened an office at 112 Fulton Street. Louis Krause is in charge.

John H. Duys has been taking a well earned vacation by taking a tour through New England.

C. A. Penn, vice-president of the American Tobacco Company, has returned to New York after a Western trip.

A. L. Sylvester, of the American Cigar Company, has returned to New York after a trip to Chicago.

J. J. Day, office manager of E. Rosenwald & Brother, has resumed his duties following a visit to Cuba.

Victor Thorsch, of T. J. Dunn & Company, has returned to his labors, following a brief vacation.

E. P. Oakes, Western representative of the E. H. Gato Cigar Company, was a recent visitor to Broadway.

John F. Whelan, of the United Cigar Stores Company, is back in town after a vacation at his summer place at Lake Placid.

It is announced that Horace R. Kelly & Company are about to open a branch office in Chicago.

F. R. Hoisington, of the Cayey-Caguas Tobacco Company, has returned to the city after a vacation spent in Maine.

"Reynaldo" cigars have been recently featured at the store of Wallach Brothers, Thirty-third Street and Madison Avenue.

John W. Merriam left recently on a trip through the West. He attended the opening of the new Hotel Deschler in Columbus, O., en route.

Homer Theocardis, the well-known cigarette manufacturer who has been located on 108th Street, has removed his quarters to 10 West Twenty-ninth Street.

The brands of the Waldorf-Astoria Cigar Company are securing an improved distribution in Greater New York through the efforts of C. C. Hood.

Leonard B. McKitterick, president of M. Melachrino & Company, is spending a vacation in Northern New York where he is enjoying the scenery from an automobile.

J. M. Dixon, of the cigarette leaf department of the Tobacco Products Company, is among those resting from their labors on a so-called vacation.

August Kuttnauer, general representative of the "Punch" cigar, is displaying his goods at the present time in the Middle West.

Robert E. Lane is showing the buyers of "Partagas" cigars a lot of new packings and new sizes for the holiday trade.

F. E. Fonseca, of F. E. Fonseca & Company, has sailed for Cuba where he expects to remain for six or eight weeks.

P. Lorrillard to Erect Ten-Story Cigarette Factory

An important water-front improvement will soon be launched in the block front in the east side of Avenue A, between Seventy-first and Seventy-second Streets, and the East River, which has been purchased by P. Lorillard Company, manufacturing tobacconists.

The property comprises an area of about sixteen lots and was purchased from Gottfried Knoche, an architect, who recently acquired it from the American Malting Company, which not long ago also disposed of its holdings in the east side of Avenue A, from Sixty-third to Sixty-fourth Street, to George Ehret.

The Lorillard Company will erect a ten-story cigarette factory, 200x200, to house S. Anargyros, Inc., which employs about two thousand operatives.

The new structure will be designed by Mr. Knoche, the seller, who will, it is said, incorporate many innovations not heretofore included in modern manufacturing plants.

Cayey-Caguas Company to Open New York Factory

The Cayey-Caguas Tobacco Company, manufacturers of the "Savarona" cigar and other brands of Porto Rican tobacco, will shortly open a factory at 434 East Seventy-first Street where they will manufacture some of their brands. The factory will be modern throughout and the equipment and sanitary arrangements will be such as to facilitate the production of a first-class product. With the increasing fall business it is expected that the new factory will assist materially in caring for the increase in orders.

Schulte Company Gets Important Brooklyn Location

The Schulte Cigar Company after negotations covering a period of one year, have leased from the Interborough Rapid Transit Company, a portion of the triangular block at the junction of Flatbush Avenue, Atlantic and Fourth Avenues, Brooklyn. The Schulte Company will erect upon the leased premises a one-story building and open a branch establishment. This location is the most important traffic point in the Borough of Brooklyn, as it is surrounded by the main depot of the Long Island Railroad, the entrance to the new Fourth Subway to Coney Island, the principal station of the Interborough Subway to New York, the elevated railroad stations of the Culver and Sea Beach divisions, and eight surface car lines.

Kaufman Brothers & Bondy Take Big Lease

Kaufman Brothers & Bondy, the well-known pipe manufacturers, have recently taken a lease of two floors in the building at 33-37 East Eighteenth Street, comprising about 40,000 square feet of floor space. The lease is for a term of years at a rental aggregating $100,000.

The American Sumatra Tobacco Company has declared the regular semi-annual dividend of three and one-half per cent. on the preferred stock, payable September 1.

S. Monday & Sons Raise Prices

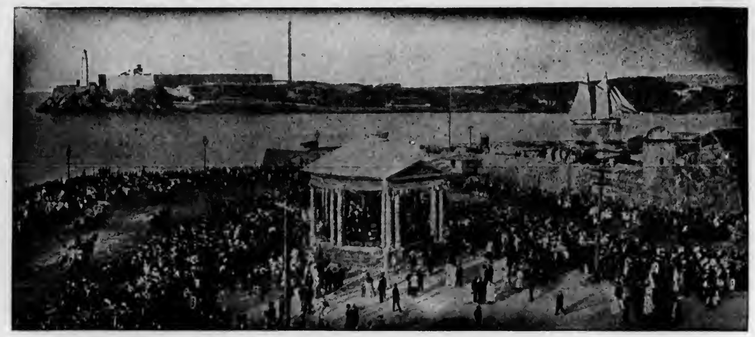
THE well-known "Hunter Dog" little cigars, manufactured by S. Monday & Sons, no longer contain ten cigars to the package, but only eight. Thus the firm has found a way to meet the increased cost of production which is worrying so many manufacturers just now. These goods have been retailing at a nickel a package but it was found that profit was almost impossible selling them at that price with ten in a package. Rather than reduce the quality of the goods they chose to decrease the number of cigars in the package. That the consumer may understand just why this has been done, S. Monday & Sons have placed a printed slip in each box stating the reasons why this change was necessary.

Tobacco Merchants' Association Year Book Is Issued

The first year book of the Tobacco Merchants' Association of the United States, just off the press, represents to all intents and purposes of an interested trade the first book of the Iliad of tobacco trade organization. It is not to be doubted that, as in the case of Homer's epic, succeeding chapters of this history in years to come will reveal still more amazing accomplishments of the Tobacco Merchants' Association as the first national and fully representative body of cigar, cigarette, manufactured and leaf tobacco men.

Even those who are most intimately familiar with the progress of the Tobacco Merchants' Association from its inception, and in the year book the gentlemen of the trade press are credited with possessing this complete familiarity—must be astounded at the wealth of detail and comprehensive trade benefits involved in the daily work of the organization, as revealed in the year book. The official publication is all the more commendable in its content because it is evident that the compilers have not strained themselves to magnify inconsequential happenings into matters of great import. They have rested their case upon a recitation of the principal achievements of the organization, and there is enough of such matter to fill some 250 pages in justification of the liberal support the trade has granted to its first national association representing every interest.

A highly informative table, showing where additional Governmental taxation is not only nigh confiscatory in its bearing upon the trade, but indeed defeats its own ends in that the Government would lose revenue by higher-scaled levies: complete accounts of the technical addresses upon tobacco cultivation, the advertising of the finished product, the use of trade acceptances, the relation of the trade press to the trade, the speeches of United States Senators and representatives and other features that made the first annual Tobacco Merchants' Association convention an inspiration; and a most interesting account of the inception and several meetings that led up to the formation of the Association only eight months ago comprise the principal topics of a volume that should be invaluable to the members both as a record and a reference work.



The Cuban Market

From Our Exclusive Bureau

Perseverancia No. 8

Havana, Cuba.

Havana, August 23, 1916.

THE market has kept up its activity, during the past fortnight, and business has been better distributed among buyers from the United States, exporters for Europe (the Swedish and French Regies), shippers to South America, and our local manufacturers of cigars and cigarettes. Prices have been steadily maintained, and while the figures are stiff, there is no chance of a decline for the present. On the contrary, it looks more likely that certain grades are bound to fetch higher prices still, as the season advances, as the total crop of our island is too short to fill the normal inquiries from all sides.

For this reason the demand has to be checked, and all the surplus stocks from previous years will be needed to tide us over until the next crop in 1917. One manufacturer was telling us that he thought by the month of December prices might be lower, provided by that time the prospects of the growing plants should be such as to give us a large and good crop. We are sorry to say that we cannot share his opinion for the following reasons: In the Vuelta Abajo there are too few vegueros left, owing to a heavy emigration to the eastern provinces in the last few years, and besides many fields have been devoted to the growing of sugar cane, therefore, even under favorable weather conditions, the crop cannot be a large one. The planting of sugar cane in the Partido section, as well as in the Santa Clara province, has found much favor with a number of vegueros who formerly planted tobacco, as the former crop is less subject to damage by hurricanes, and as long as the European war continues, leaves large profits. Under these circumstances we cannot safely count upon a large crop in 1917. Formerly we considered a normal crop 500,000 bales, now we shall need at least 600,000 bales to meet the larger consumption of our leaf all over the world. Taking all these matters into consideration, we fully believe that high prices are bound to stay for some time to come. During the last years the vegueros have been selling their crops below the cost of production, and as all necessaries of life have greatly increased in value, tobacco leaf has to follow suit as a natural consequence.

Sales during the past fortnight totaled 11,021 bales, which are represented by: Vuelta Abajo, 4,561; Partido, 3,709; and Remedios, 2,751 bales.

Buyers were: Americans, 4,200; exporters to Europe, 2,384; shippers to South America, 506; and our local manufacturers of cigars and cigarettes, 3,931 bales.

Exports of leaf tobacco from the port of Havana, during the past two weeks, ending August 16, 1916, totaled 14,094 bales, and which were distributed to the following countries, viz.: To all ports of the United States, 9,346; to Canada, 317; to Spain, 1,511; to Sweden, 1,784; to France, 600; to the Argentine Republic, 375; to Chile, 130, and to the United States of Colombia, 1 bale.

Receipts of Leaf Tobacco From the Country

For three weeks ending Aug. 18, 1916. Since January 1, 1916.

Vuelta Abajo	20,694	bales	82,581	bales
Semi-Vuelta	2,889	"	8,768	"
Partido	6,488	"	10,372	"
Remedios	17,824	"	51,824	"
Oriente	1,029	"	4,771	"
Total	48,924	"	Total 158,316	"

Buyers of Leaf Tobacco That Come and Go

Arrivals—From Tampa: Manuel B. Pendas, of Y. Pendas & Alvarez; Val. M. Antuono, of Val. M. Antuono; Jose Escalante, of Jose Escalante & Company; Fred Davis, of Sam. I. Davis & Company; Jaime Pendas, of Moreda & Company; L. Bustillo, of M. Bustillo & Company, and Jose Castro.

From Chicago: Manuel Vega, of Manuel Vega & Company; and Jacob Benner, of Benner Brothers.

From New York: J. J. Day, of E. Rosenwald & Brother.

From Key West: A. W. Arnold, president of Mi Favorita Cigar Company.

Departures—To New York: S. Ruppin, Otto Sartorius and Otto Sartorius, Jr., Marcelino Perez, Eduardo Guedalia, Lennie Greenhall, and J. J. Day.

To Tampa: Celestino Vega, Antonio Rico, Jose de Armas, and Val. M. Antuono.

To Chicago: A. Kerr, Matt. Wengler and Archibald Wengler.

To Key West: A. W. Arnold.

Leaf Tobacco

We have seen some very choice vegas of this year's Vuelta Abajo crop at the big warehouses of Manuel A. Suarez & Company. Figuras 39/41, and which are not surpassed in aroma even in the famous 1905 crop. This tobacco is far enough advanced to be workable within a couple of months.

Leslie Pantin was one of our large purchasers again in the last fortnight, having bought for account of his customers, 1,595 bales of leaf tobacco of different kinds.

Jose F. Rocha was a seller of 662 bales of Vuelta Abajo and Partido leaf during the last two weeks.

The directors of the Association of Leaf Dealers, Packers and Growers of Leaf Tobacco held their regular monthly meeting last week, which was full of interesting news, although we have no time to give a complete translation of all the matters under consideration. One of the important matters was to celebrate an interview with our Secretary of State, in order to convince him of the necessity of establishing a regular direct line of steamers between Havana and the Netherlands. The president of the Association is also trying to get a definite promise from the Secretary of Agriculture to establish forthwith two branch experimental stations of agriculture in the Vuelta Abajo, so as to improve our quality of the leaf in the Vuelta Abajo, according to science.

I. Kaffenburgh & Sons sold 350 bales of Remedios, low grades.

Wengler & Mandell purchased 1,237 bales of Vuelta Abajo and Partido.

The Cuban Land and Leaf Tobacco Company bought 3,624 bales of leaf tobacco for their cigar and cigarette factories during the past fortnight.

Shippers above 200 bales of leaf tobacco, from the port of Havana during the last two weeks were: Virgilio Suarez, 1,785 bales; Swedish Consul General, 1,784 bales; Sobrinos de A. Gonzalez, 1,654 bales; Leslie Pantin, 1,466 bales; J. F. Berndes & Ca., 1,427 bales; Menendez & Company, 623 bales; Carlos M. Velez & Hno., 600 bales; Manuel Suarez, 518 bales; Perez, Capin & Company, 512 bales; G. Arostegui, 411 bales; Y. Pendas & Alvarez, 362 bales; Walter Sutter & Company, 321 bales; H. Upmann & Company, 313 bales; Rodriguez, Mendez & Company, 283 bales; Mark A. Pollack, 242 bales; I. Kaffenburgh & Sons, 226 bales; Jose Suarez & Company, 206 bales; Cuban Land and Leaf Tobacco Company, 203 bales.

Oretaniv.

Cigars

Business has been fairly good during the past month of July, under the abnormal circumstances we are still in, and which can be seen from the monthly statement of the exports of our cigars, from the port of Havana, as per our official custom house returns, and a comparison with the same period of last year, as follows, viz.:

Exports from July 1 to July 31, 1915,	10,597,715	cigars
Exports from July 1 to July 31, 1916,	9,297,988	"
Decrease during the month of July, 1916,	1,299,727	"
Exports of cigars from January 1 to July 31, 1916,	68,596,160	"
Exports of cigars from January 1 to July 31, 1915,	66,131,774	"
Increase during the first seven months of 1916,	2,464,386	"

Increases by countries, during the month of July, 1916, as compared with the month of July, 1915:

United States	419,293	cigars
Italy	158,000	"
Spain	122,230	"
Argentine Republic	107,895	"
Russia	100,000	"
France	96,945	"
Canada	86,725	"
Netherlands	48,000	"
Norway	40,500	"
Denmark	29,750	"
French Africa	27,350	"
Sweden	24,000	"
British Africa	16,560	"
Chile	16,528	"
Total	1,293,776	"

Decreases by countries, during the month of July, 1916, as compared with the month of July, 1915.

Great Britain	2,288,503	cigars
Australia	174,340	"
Canary Islands	63,500	"
Egypt	42,200	"
Brazil	38,450	"
Total	2,606,993	"

Statement of the ten principal countries, which last year imported from us over one million cigars, during the seven months of 1916, and comparison with the same period of 1915.

Increases

United States	5,290,737	cigars
Chile	1,207,407	"
Denmark	809,450	"
Argentine Republic	779,385	"
Spain	595,021	"
Australia	541,653	"
Canada	144,475	"
Total	9,368,128	"

Decreases

Great Britain	6,845,120	cigars
France	739,230	"
Netherlands	109,490	"
Total	7,693,840	"

Romeo y Julieta is as busy as the present times will allow any factory to work, in fact, we think there is no second factory in Havana which has more orders on hand at present from all the chief markets of the world.

Partagas has no reason to complain, as orders are constantly arriving from the United States, Great Britain, South America and other countries.

H. Upmann & Company are working normally at this season of the year, making good-sized shipments right along.

Punch is in the vanguard of our important factories, which never lack orders from one country or the other, therefore, working with a large number of cigarmakers.

Por Larranaga has phenomenally large orders from Great Britain at present, besides doing an excellent business with the United States, South America, South Africa, and having large calls for their finer regalia sizes all over our island.

Sol and Devesa de Murias are doing a steady business with their customers, who are distributed all over the globe.

Dutch Tobacco Profits Large

According to a report from The Hague, Netherlands, enormous dividends are expected to be declared by the Netherlands East Indian tobacco planting companies. Many of the leading companies have already sold their entire crop, in a number of cases at double and more than double the average price recorded last year. So great is the tobacco hunger that fabulous prices have been paid for the most inferior sorts, even for almost unworkable material.

The result is that for a long time past tobacco has been arriving in Holland from countries which never before sent to the Dutch market, or only in very small quantities. It came from Africa, British India, North and South America and Ireland, until at last the British Government notified the Netherlands Oversea Trust that in future all tobacco save that from the Netherlands East Indies must be consigned to the trust, which means it must not be exported to enemy countries.

San Francisco

Strikes Disrupt Trade—"Open Shop" War Threatened by Chamber of Commerce—Candidate Hughes Aroused Little Enthusiasm Among Trade Republicans

San Francisco, August 18, 1916.

THE general run of the local retail trade is improving more or less as the vacationists return to their wonted haunts in this city, though particular dealers are suffering considerably because of the culinary workers strike, which has closed up a large number of restaurants and some of the clubs. The various strikes have also put a good many men out of work and some of the dealers are perhaps feeling this. If the threatened "open shop" war is precipitated by the Chamber of Commerce and employers, the effect will naturally be disastrous to dealers catering to the working classes, but the feeling is gaining ground that the proposed labor war is not wanted by the bulk of employers, and will probably be obviated. Certainly wholesale and retail cigar men are not looking for trouble, however much they may feel that San Francisco has a little too much unionism for its business welfare.

Politics has made hardly a ripple in the local trade this summer and fall. It attracts less attention than the European war, though the latter is now a two-year old wonder, and it does not compare in interest with the threatened railroad strike. Mr. Hughes is here this week making talks in San Francisco and Oakland, but, though the trade is very largely Republican, no very great amount of interest has been aroused.

Alfred I. Esberg, of New York, vice-president of the United Cigar Manufacturers' Company, and for many years a resident of San Francisco, where he is heavily interested in M. A. Gunst & Company, is spending his vacation in California. Mr. Esberg has a fine summer home at Los Altos, where he and his family will make their headquarters for several weeks.

Emil Judell, of H. L. Judell & Company, San Francisco cigar distributers, and Herman Moss, Pacific Coast representative of the S. R. Moss cigar factory, of Lancaster, Pa., are members of the Chamber of Commerce trade extension excursion which left for the North a day or two ago. The trade extension excursion will visit California points as far as the Oregon line, and will extend into what is known as the Southern Oregon territory, a region for which San Francisco and Portland wholesalers both put forth trade claims. The excursionists expect to return some time next week.

The S. Gessler U. S. Patented Cigar is being introduced now to San Francisco trade by Ed. Marshall, who has added this line to his Sig. Mayer & Company lines. The new goods are reported to have taken well all over Southern California, where they are being distributed by Skinner & Knecht, of Los Angeles. Mr. Marshall will look carefully over the local situation before placing the Northern and Central California distribution of the S. Gesler goods. Mr. Marshall also reports a good business with the "Rey Oma" and "El Wadora" lines of Sig. Mayer & Company.

Joe Arbuckle, Pacific Coast agent for the Bondy & Lederer branch of the United Cigar Manufacturers' Company, spent last week in San Francisco calling on the local trade and sizing up the situation. This week he continued his trip to the North, making stops at Portland and Seattle. He reports the Bondy & Lederer lines as moving nicely all through his territory.

Barney Jacobs has sold out his business at Oakland, Cal.

A number of minor changes are reported in the Los Angeles trade. M. P. Bressler has sold out a half interest in his cigar business to Barry Redmond, of the same city. J. F. Blair has succeeded to the retail business of V. Longe, and J. Butwell has taken over the business of Fred Burch.

E. T. Durgin, president and treasurer of the Northwest Grocery Company, wholesalers of Tacoma, Wash., died at his home in that city a few days ago.

Tillman & Bendel, of this city, distributers of the Sanchez & Haya cigar in this territory, received this week their first shipments of the King size of the Sanchez cigar, which goes to the trade at the same price as the Queen size. So far as shown the new size is well received by both trade and smokers.

The Testa Cigar Company, local manufacturers, who recently began to operate on a considerable scale at 235 Clay Street, have now filed articles of copartnership, the partners being P. Testa, G. Grasso and G. Capurro, all of San Francisco. The company has built up a considerable trade in the Italian quarters of the city.

Lex Ehrman, of Ehrman Brothers & Company, California Street wholesalers, has been spending his vacation in Southern Oregon, where he has been enjoying fishing and other out-door amusements. He is due to return to San Francisco in a few days.

Major Burrows, western representative of the Jose Lovera Company, reports a good start on the fall distribution of the Bandero line of five-cent Havana goods turned out by his house. As for many years past the distribution of the Lovera lines is in the hands of Wellman, Peck & Company, large wholesale grocers of this city. These people have made a good start for fall and expect to close the year with the biggest record of Bandero sales yet made.

Louis Cheney, of the wholesale branch of M. A. Gunst & Company, of this city, is back in San Francisco again this week after a pleasant outing in the mountains of Mendocino county, where he found excellent shooting. On this trip he was accompanied by James Leary, well known in the retail trade of this city.

R. W. Warham has bought the retail cigar and tobacco business of P. M. Stedwell, at Oakland, Cal.

E. F. Pick, a cigar man of Northport, Ore., died in that city last week.

Allen.

Havana Cigar Company to Open in Miami

It is understood that the Havana Cigar Company will shortly open a cigar factory at 537 Tenth Street, Miami, Fla. The new company is composed of George A. Saunders and J. L. Wells, both experienced cigar men.

John Gould Purchases Keyes Cigar Store in Peru, Indiana

John Gould, formerly of Peru, Ind., who removed to Amherst, Neb., returned to his home town recently and closed a deal whereby he acquired the Keyes Cigar Store at the corner of Third and Broadway, Peru. The location is one of the most desirable in the city.

Rock Island Retail Dealers Organize

The Retail Cigar and Tobacco Dealers' Association of Rock Island, Ill., was organized at a recent meeting held at the Rock Island House. H. E. Herpelinck was selected as chairman and W. B. Harris was made secretary and treasurer. Meetings will be held regularly on Friday evenings until further notice.

Nerve Necessary to Business Success

By V. L. Price of the National Candy Company

WE must all admit that men are in business for profit and also that there are many men in business who do not make a profit by being in it. Some make a living, others fail, some make a little over a living and others manage to not only make a good living but also to put something back into the business toward its improvement and to lay aside in investments something for the rainy day.

The latter result is that which each man is anxious for, but the big question is how to accomplish it.

There are many reasons given as to how to make such a success and excuses as to failure in doing so.

There are, of course, many reasons why, other than the ability of the individual, but, after all, the one great big reason is that the man in charge of the business has fallen short in some way as to the necessary requirements, in himself, for success.

I shall not attempt to give all the reasons why success is not more general, but shall deal only with one phase of the question, and that is lack of nerve to ask a profit and do things which are in the interests of the individual business.

When it comes to doing the thing that the man knows must be done to bring his business to a successful outcome the average man loses his nerve and follows the line of the least resistance. Arguments which he makes to others and to himself always tend toward explaining why it is necessary to sell without a satisfactory profit in order to accomplish the desired result.

Men who make a profit in business possess, principally, two qualities: The first is common sense, and the second is nerve: without these all the modern up-to-date dope on how to succeed is useless.

It is common sense that makes it clear to a man that net profit is the result after deducting all expenses from gross profit and that the total gross profit is made up of the sum total of individual profits on individual items.

With this cold fact staring the man in business in the face, he needs nerve more than anything else to force himself to carry out the necessities in the face of competition and other causes which he has convinced himself must be reckoned with.

The difference between just average every-day good results is not the difference between wisdom and ignorance nor between hard work and laziness, though each has its effect, but it is between the power of nerve and the acts it inspires and the weakness of fear and doubt.

I have carefully observed men in business and have found four very frequent reasons for their falling short of success. The one is through following false theories, the other on account of non-constructive effort, another because they won't take the trouble to find out what really can be done, and the last is because they lack the nerve to do these things which their common sense tells them are necessary to success.

Judgment cannot always be relied upon for getting the most out of an effort, because it is so often tempered by fear.

Reason is useful because it directs energy and prevents foolishness, but even reason often fails at the dividing point between getting what reason dictates and what possibilities would permit because the reason hasn't the proper backbone behind it.

The man who relies entirely upon his judgment and experiences in establishing selling prices and recognizing competition will find in exercising them that fear or suspicion will creep in and bear down just enough to make the difference between ordinary profits and big profits.

If we could sit down and figure at the end of the year the difference between what we received for our goods and that which we could have obtained if we had put behind our judgment a little more nerve we would find in the answer an added profit that would put us in the successful class.

The competitor we ought to sit up and take notice of is the man who can get business away from us at the same or higher price and not the fellow who takes it away by cutting prices, but the habit is to follow the man who cuts the price and to use all arguments toward convincing ourselves that that is the thing to do.

In every line of business there are price cutters, makers of good goods, and givers of poor service working right along beside those who get top notch prices, give good quality, and give good service.

The price cutter will always exist, because he figures that it is the way to exist, but he never has nor never will be able to drive out of business or take away success from the man who asks a profit and backs the asking with quality and service.

Chasing the price cutter down is a game that has been played in business for many years, and there are still men who believe it to be the thing to do. They follow their false theory to the end with always the same result—failure.

The big concerns in any industry are the ones who make a profit, and though outside gossip may state that this profit comes from efficiency or natural advantages, yet the truth is that it comes from good, sound business principles.

When you come to the point of deciding whether you shall sell your goods at a profit or not and your judgment fails you, forget your judgment and use your common sense and your nerve.

Any man familiar with his business can judge very closely the selling value of his products. He knows what his expenses are and what profit it is necessary to get in order to cover those expenses and leave a net profit, but there are a lot of men who, knowing this, figure out to themselves that they can get by by not getting the profit which they know is necessary. They are ready to blame conditions and competition, but seldom are they willing to admit that their decision was against their own best judgment and due to fear or, in other words, lack of nerve.

When we rely upon our fear of what the other fellow might do and haven't the nerve to stand pat on the thing that we know is the wisest for us to do, we canot blame anybody but ourselves if we fail to succeed.

Nerve has been diagnosed by prominent business specialists as the difference between getting what's coming to us and giving it to the other fellow.

My advice is to depend more upon your nerve, back up your judgment with it, try sometimes to do the thing which you know is right, but that you think cannot be done.

You will find that doing this will convince you that the big need in business today is a little more nerve behind the action which wisdom, obtained from study and experience, makes clear as the thing to be done.

Suggestions for Dealers

BY WIDLAR CO., CLEVELAND, O.

THE businesses throughout the country which show the most noticeable progress are those where proper consideration is shown clerks.

Your clerk is the most valuable asset in your business. He can bring you success or he can bring you failure.

Treat your clerks as partners, and not simply employees. Confide in them. Be courteous and kind to them, thereby setting an example of the courtesy and consideration you wish them to show your customers.

Show them the fundamental principles of business and help them progress.

Attend your association meetings regularly and take your clerks with you. Oftentimes points are suggested which your clerks can use to splendid advantage in improving your business.

Let your clerks visit other stores and gain ideas how to improve the appearance of your store.

A great many failures in business today are due to clerks venturing into business with a false conception of profits. This is not strange when considering that the clerk has never been shown how small the profit on a great many goods you sell is.

The clerk stations himself behind the counter day in day out, and doesn't become familiar with anything but the receipts.

He is not to blame for that. You are to blame, because you haven't taken the trouble to explain to him what it costs to run your business.

Familiarize your clerks more fully with the merits of the various goods you carry and give them talking points to sell them. If you can not do this yourself, then you should insist upon the salesmen who sell you explaining the merits of their products to your clerks.

I am in favor of manufacturers packing a circular in their cases explaining the merits and giving your clerks talking points on their products.

Aside from quality, service, and courtesy, being thoroughly posted and able to explain the merits of the goods you sell appeals to the customers more than anything else.

Educate your clerks to sell your customers additional items to what they ask to buy.

Don't let them feel that they are simply stationed in your store to hand out what people ask for.

There are lots of items in your line which your clerks would sell and which your customers would buy if they were properly suggested to them.

Single out certain items, give your clerks special talking points, and ask them to feature them.

Analyze your accounts and see just what items your customers are and are not buying of you.

If necessary, offer your clerks an extra inducement to get this particular business.

Install beside your telephone a bulletin listing certain specials and ask your clerks to feature them when taking telephone orders.

Last, but not least: Show the proper interest in the advancement of your clerks. Keep them satisfied and help them to progress.

If you will follow these suggestions you will effect a healthier condition in your business and make better salesmen and business men of your clerks.

Estimate of Paraguay's 1916 Tobacco Crop

Under date of July 14, Consul Samuel Hamilton Wiley, of Asuncion, reports that the official estimate of production of tobacco in Paraguay from the 1916 crop places the amount at 22,040,000 pounds, as compared with 15,704,110 pounds produced during 1915.

Albert Lea Cigar Store Changes Owners

W. J. Voight has recently purchased the Opera House Cigar Store in the Broadway Theatre Building, at Albert Lea, Minn. The store was formerly operated by W. A. Irvin, and is one of the finest appointed stores in that city. Its location is good and it has always enjoyed a splendid trade. Mr. Voight announces that advertised brands will have first place on his counter.

Deaths in the Trade

Daniel Catlin

Daniel Catlin, a capitalist and retired tobacco manufacturer of St. Louis, Mo., died recently at his summer home at Dublin, N. H. He had been ill about three weeks. The deceased was in his seventy-ninth year.

Mr. Catlin was born in Litchfield county, Conn. He removed to St. Louis in 1850 and received his education in the public schools of that city. Mr. Catlin started on his business career in 1859 as manager of his father's tobacco factory, which was established in St. Louis in 1840. The business was incorporated in 1876 as the Catlin Company. Mr. Catlin was president of the company until 1898, when it was merged with the American Tobacco Company. Since that time Mr. Catlin was engaged in the management of private interests.

After retiring from the tobacco business he became a director of the St. Louis Union Trust Company, the State National Bank and the Security Building Company, of St. Louis. He was a member of the Commercial Club, the University Club, the St. Louis Club and the Noonday Club, of St. Louis.

F. W. Williams

F. W. Williams, a salesman of the R. J. Reynolds Tobacco Company, of Winston-Salem, N. C., was drowned recently at Danforth, Me., when he fell out of a canoe. The deceased was twenty-two years old. He is survived by his parents who reside at Winston-Salem.

James H. Brown

James Huston Brown, for many years connected with American Tobacco Company, died recently at Stamford, Conn., after a long illness. He is survived by a widow and a sister.

Morris Jacobs

Morris Jacobs, well known as a cigar manufacturer in New York and Brooklyn, died recently in the Jewish Hospital in New York. He was forty-nine years old. A widow and one son survive.

Jacob D. Landis

Jacob D. Landis, for many years a cigar manufacturer, died recently at his home in Marietta, Pa. The deceased was eighty-three years old. He was born in Lancaster and served in the Civil War. Four children survive.

Frank H. Beck.

Frank H. Beck, a West Side cigar manufacturer of Chicago, Ill., died recently at his home, 523 N. Troy Street.

T. M. A. OPPOSES BILL TO AUTHORIZE CUBAN CIGAR IMPORTATION BY MAIL

Secretary Dushkind Organizes Opposition — Importing Houses Said to Disapprove of Amendment—Mail Order Business to Consumer Would Be Possible

THERE are no loud cheers among the cigar trade following the reading of Section 58 of the new revenue bill which seems to have for its object the establishment of a mail order cigar business for Cuban manufacturers. This would enable consumers to import their favorite Havanas, from the manufacturer in Cuba, direct by mail. All of which is not for the best interests of the trade of the United States.

The eagle eye of Secretary Dushkind, of the Tobacco Merchants' Association, gleamed with excitement as he read Section 58 of the new revenue bill, and in a short time three stenographers were working into the late hours sending letters and telegrams to United States Senators and various members of the Tobacco Merchants' Association interested in the bill.

Mr. Dushkind says that every importing house is opposed to the amendment.

Herewith is one of the letters sent out explaining the position of the Tobacco Merchants' Association as regards the matter:

"We have taken the liberty of wiring you today in regard to Section 58 of the Revenue Bill as reported by the Senate Committee on Finance, which section contains amendments to Sections 2804 and 3402 of the revised statutes.

"We do not know at whose solicitation or upon whose request this amendment has been inserted in the bill. It appears that the same provisions were embodied in a bill recently introduced in the Senate by Senator Ransdell of Louisiana, that said bill was referred to the Committee on Finance, and we now find new provisions in the Revenue Bill as reported by the Committee under Section 58.

"By the proposed amendment the existing statute is changed by eliminating the minimum quantity of cigars that may be imported, which is 3000, so that under the proposed act cigars may be imported in any quantity, and it also contains a new provision tending to facilitate the importation of cigars by mail or parcel post thus opening up the parcel post and post office channels of distribution for cigar manufacturers in Cuba.

"As already stated, we do not know at whose solicitation or upon whose request the Committee on Finance has undertaken to facilitate the opening up of a mail order business for Cuban cigars. Surely, no American cigar manufacturer could have made such suggestion and certainly no importer or retailer of imported cigars could have asked the Government of the United States to place its Post Office Department and its parcel post machinery at the disposal of cigar manufacturers in a foreign country.

"We respectfully submit that the proposed amendment is indefensible, it cannot possibly result in any good to the country but on the contrary, it may lead to the extermination of American cigar importers besides that it may work incalculable injury to the thousands of retailers, clubs, drug stores and hotel stands selling imported cigars and it is altogether likely that the American manufacturer of high-grade cigars and the farmer of high-grade leaf will suffer immensely by competition on the part of Cuban manufacturers conducting a mail order business in this country.

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TRANSCONTINENTAL FREIGHT RATE INCREASE LIKELY TO BE HELD UP

Contention That Interstate Commerce Commission Acted Without Authority—Multitude of Shippers Raise Mighty Protest Against Increase—Tobacco Industry Affected

THE hearing before the Interstate Commerce Commission that has been going on since August 14th, of protestants against the proposed increase of transcontinental freight rates to the Pacific Coast, announced to come into effect on September 1st, was finally wound up last week. The hearing was held before the Suspension Board of the Interstate Commerce Commission, consisting of Messrs. Crosland, Jones and Oberg. In the whole history of the Interstate Commerce Commission no other hearing ever held by it called forth as large a representation of indignant and protesting shippers as appeared before that Suspension Board. There were present representatives of shippers from all parts of the United States and of every industry.

The tobacco industry would, indeed, be very much affected by the proposed increased rates for freight moving to the Pacific Coast, as is shown by the following figures:

Article.	Rate. Present.	Proposed.
Cigars and Cigarettes,	$3.00	$3.70
Tobacco, cut,	2.60	3.70
Tobacco, plug or twisted,	2.20	2.65
Tobacco, smoking or cut plug, smoking, in bales,	2.60	3.70
Tobacco, smoking or cut plug, smoking in barrels, etc.,	2.50	3.20
Smoking in boxes,	2.50	3.20
Tobacco, smoking, in bales,	2.60	3.70

In the petition submitted by Mr. Dushkind, as counsel for the Tobacco Merchants' Association, he sets forth as follows:

To the Honorable the Interstate Commerce Commission. Sirs:

The petitioner is a voluntary corporation whose membership consists mainly of persons, firms and corporations engaged in or connected with the various branches of the tobacco industry; that the said Association has been organized for the promotion of the welfare of the tobacco industry, and that it is within the functions of said Association to protect the tobacco industry from unjust, unfair and excessive freight rates and transportation charges.

That your petitioner, on behalf of its members, protests against the proposed increase of transcontinental freight rates moving to the Pacific Coast, on cigars, cigarettes, and all kinds of tobacco products, as announced by the railroad companies to go into effect on September 1st, next, pursuant to the order or orders made in the premises by the Honorable the Interstate Commerce Commission.

And your petitioner respectfully prays that the Honorable the Interstate Commerce Commission suspend the operation of the proposed new schedules until a full hearing shall have been had in the premises and until the fairness, justness, propriety and the legality of such increased rates shall have been duly determined.

Your petitioner respectfully submits that the freight or transcontinental rates now in force were fixed by the carriers pursuant to authority granted to them by this Honorable the Interstate Commerce Commission, on the

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One Hundred Schulte Stores by First of Year

The expansion policy of the Schulte Company continues to be conducted in a vigorous manner by the Schulte agents, Pease & Elliman and the Willard S. Burrows Company. Additional locations have been secured in Philadelphia, Pittsburgh and Portland, Maine, and also five other prominent transfer corners situated through upper Manhattan and the Borough of Brooklyn. Other negotiations are being rapidly conducted by the Schulte agents, and it is contemplated prior to January 1st for the Schulte Company to have in operation one hundred or more stores. At an early date in the near future publication will be made of the properties secured. E. A. Schulte, president of the Schulte Company, with Mr. S. J. Tankoos, manager of Pease & Elliman, his personal representative, and Mr. C. C. Nichols, Jr., secretary of the Willard S. Burrows Company, real estate brokers, will shortly make an extensive inspection tour of properties located in the various cities in which options have been secured for space.

T. M. A. Pushing Protest

The Tobacco Merchants' Association is pushing along the campaign against the Parcel Post provision of the new Revenue Bill in most energetic fashion. Every tobacco trade organization in the United States has been wired to, last week, by the Tobacco Merchants' Association, asking their support in this campaign and suggesting that they wire their respective Senators and Congressmen, urging them to vote against the proposed measure.

Mr. Dushkind has spent some time in Washington last week, interviewing some of the leading Senators, and demonstrating to them the vice of the proposed measure.

Mr. Dushkind left for Washington again Tuesday night. Before leaving Mr. Dushkind stated that while, from the various reports received by the Tobacco Merchants' Association, he has every reason to believe that the Parcel Post feature of the Revenue Bill will be eliminated, he nevertheless regards the matter of such vital importance to the cigar industry, that he prefers to be in close touch with the situation while the bill is being considered.

Mountain Laurel for Pipes

A sale of a large quantity of mountain laurel roots from one of the National forests in the southern Appalachians, is reported by officials in charge, at Washington, D. C., who say that the roots will be used to make pipes. The mountain laurel root is similar in appearance to the French brier, which the majority of pipe smokers are said to prefer.

The French brier is the root of the white heath or "bruyere"; and on account of the present scarcity and high prices of French brier, a number of pipe manufacturers in the country have been on the lookout for substitutes, and the forest products laboratory has conducted experiments to determine the availability of other woods.

Considerable amounts of the laurel roots are being used, and officials expect to make further sales.

Monongahela Valley Supply Company Incorporates

The Monongahela Valley Supply Company, wholesale dealers and jobbers of cigars, cigarettes and smoking tobaccos, of Monessen, Pa., has recently incorporated with a stock capital of $10,000. The officers are: Nick Berbatis, president and treasurer; Peter A. Caloyer, vice-president; William Pappas, secretary. In addition to these men the following are members of the Board of Directors: J. Howard Kelly, James Giallas, and Cleo Economy.

Nick Berbatis will act as buyer for the corporation.

TRANSCONTINENTAL FREIGHT RATE INCREASE LIKELY TO BE HELD UP

(Continued from Page 27)

"Moreover, open up the post office and parcel post avenues for the transportation of Cuban cigars direct from the manufacturer to the consumer, and you will at the same time provide unlimited facilities for defrauding the American consumer, for surely, there will soon spring into existence in Cuba, a great many unscrupulous manufacturers producing cheap grades of cigars and advertising them in this country as the real Cuban article, where, as a matter of fact, the consumer would be getting a cheap article such as he can buy in American stores at a nickel or so on, for which he would pay a fancy price because it is a cigar made in Cuba and known as a Cuban cigar.

"We appeal to you therefore, that you oppose the amendment referred to and that you take such steps as you may deem advisable to secure the elimination of that amendment from the Revenue Bill.

"Thanking you n advance and assuring you of our highest appreciation of whatever you may do in the interest of the American cigar industry, we are,

Respectfully yours,
TOBACCO MERCHANTS'
ASSOCIATION OF THE U. S.
By Charles Dushkind,
Secretary."

Kentucky Growers Protest Against Tobacco Embargo

Representatives of 75 Southern tobacco growers conferred in Washington Monday with Senators and Representatives protesting against the renewal of British embargo against shipment of American tobacco to Germany and Austria. The embargo will begin August 31. It was proposed that the State Department take prompt measures.

R. E. Cooper, of Hopkinsville, Ky., said the embargo meant "absolute ruin" for tobacco growers. "It eliminates the Central Powers and European neutral countries, our heaviest purchasers of tobacco," he said. "It means a serious depression of prices. England intends to depress prices and get our products."

Senator James expressed the opinion that the British-American Tobacco Company, which growers said had obtained a concession from the British Government to ship this year four times as much tobacco into Great Britain as was shipped during the last quarter of last year, had sought the embargo.

Approximately 100,000,000 pounds, or two-thirds of the dark tobacco grown in Western Kentucky goes into the export trade, much of it going to Germany and Austria-Hungary. Closing of these markets, it is asserted, will bring ruin to thousands of farmers and dealers.

Tobacco Prices Soaring in Manila

Newspaper dispatches from Manila, P. I., state that cigar manufacturers of that city are asserting that a tobacco corner is in operation. An appeal to the Government has been made to intervene. The prices of tobacco are soaring. The Government officials say they believe this to be due to a world shortage of leaf.

The Liggett & Myers Tobacco Company has declared a regular quarterly dividend on common stock, payable September 1.

T. M. A. OPPOSES BILL TO AUTHORIZE CUBAN CIGAR IMPORTATION BY MAIL

(Continued from Page 27)

application of such carriers because of existing competition of carriers by water, and that the order of the Honorable the Interstate Commerce Commission authorizing or directing the increased rates now announced and published to come into effect on September 1st was erroneous and without legal authority.

And your petitioner shows, that relying upon the reduced rates now in force, your petitioner's members have adjusted the prices of their products accordingly and have entered into agreements and extensive business arrangements involving large transactions and based upon such reduced rates, and that the increase of such rates as announced would work incalculable financial loss to them.

Wherefore, your petitioner prays for the suspension of said rates as aforesaid, etc.

TOBACCO MERCHANTS' ASSN. OF THE U. S.

Mr. Dushkind contends that inasmuch as the reductions made by the carriers were voluntary acts on their part by reason of the water competition that they had at the time of making the reductions, due to the use of Panama Canal, the Commission has no power to permit, order or direct the railroad companies to increase their rates merely upon a showing that the water competition has since been eliminated as a result of the withdrawal of the ships operating to the Panama Canal because of their more profitable business in other directions due mainly to the war conditions.

While in Washington last week, Mr. Dushkind has interviewed some members of the Suspension Board, and he feels confident, as he states, that the proposed new tariff will be suspended.

National Campaign to Protect Premium Trade

Harry B. Haines, secretary of the National Premium Association, has issued a statement, in New York, in which he announced that the organization is about to institute an educational campaign to bring to the attention of the public from coast to coast "the real truth" about the premium industry, and that the organization did an aggregate annual business exceeding $100,000,000.

The statement continues: "The association does not purpose to fight the battles of any special interest, but rather to constructively organize throughout the country the interests comprising this enormous industry and work for the passage of such legislation as will properly regulate the use of premiums and protect the public against any and all impositions or fraud in the issuance of trading stamps, coupons or any other profit sharing tokens.

"The association is organized for the purpose of 'protecting and promoting the interests of the premium industry,' an industry representing an aggregate gross annual business exceeding $100,000,000 and furnishing employment to tens of thousands of skilled and high-paid workers throughout the land."

Cigar Dealer is Bankrupt

Ross Goodman, for many years proprietor of a cigar store in Roseburg, Ore., has recently filed a petition in bankruptcy. The liabilities are said to exceed $2100 with assets of about $1700. The cigar store conducted by Mr. Goodman is one of the oldest in the city.

Tobacco Stocks in England

The following is the monthly report of tobacco stocks in England on July 31, 1916, as rendered by Edwards, Goodwin & Company to the "Southern Tobacco Journal":

Liverpool, England, July 30, 1916.

	Hds. & Tcs.
Stock, 30th June, 1916	121,406
Imported in July, 1916	12,790
Total	134,196
Delivered in ditto	7,954
Stock, 31st July, 1916	126,242
Against 1915	138,402
Ditto 1914	134,700
Ditto 1913	109,641
Deliveries—	
From 1st January to 31st July, 1916	58,878
From 1st January to 31st July, 1915	54,052
From 1st January to 31st July, 1914	42,356
From 1st January to 31st July, 1913	39,649
Exported in July, 1916	424

Of which to Scandinavia, 265; Rotterdam, 50; Africa, 50; Dunkirk, 26; Malta, 20; Channel Islands, 9; Alexandria, 3; Isle of Man, 1.

Board of Trade returns for the United Kingdom, (Pounds weight of unmanufactured tobacco delivered):

Month Ended 30th June.	1916	1915	1914
Home Use	10,282,576	9,370,670	9,097,645
Export	1,574,781	1,381,014	392,669
Total	11,857,357	10,751,684	9,490,314

Six Months Ended June 30th.	1916	1915	1914
Home Use	64,789,194	62,573,389	56,269,514
Export	8,605,178	4,804,380	2,000,047
Total	73,394,372	67,377,769	58,269,561

Remaining in Bond 30th June.

1916	240,512,000
1915	251,693,000
1914	235,131,000
1913	210,005,000
1912	190,867,000

During July the first imports under license for sale on this market took place, and some little business was done towards the end of the month at firm prices.

Edwards, Goodwin & Company.

Tobacco Sales in Amsterdam.

A summary of the results of the public tobacco sales in Amsterdam up to July 14th shows a great increase in quantity and prices in comparison with the corresponding sales in 1915. The quantity of Sumatra tobacco sold this year was 203,408 packages (package=179 pounds), at an average price of 1.92 florins ($0.77) per half kilo (1.1 pounds); in 1915, 181,743 packages, at 1.05 florins ($0.42) per half kilo. The quantity of Borneo sold this year was 6462 packages, at an average price of 1.57 florins ($0.63) per half kilo; in 1915, 11,053 packages, at 0.63 florin ($0.25) per half kilo.

The higher prices this year were due to active competition among bidders and to the excellent quality of the tobacco, it being much superior to that sold in 1915. The reduced quantity of Borneo tobacco sold this year in comparison with 1915 was due to the smaller supply.—"Commerce Reports."

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

MERCHANTS' TOBACCO COMPANY,
171 Clymer Street, Brooklyn, N. Y.

Merchants' Tobacco Company, buyers of cuttings, at 12½c. per pound; scraps, at 6c. per pound; siftings, at 2½c. per pound. Any quantity. Don't write, but ship promptly. Factory No. 68, First District, New York.

For Sale.

A REAL CHANCE FOR A WORKING FACTORY

FOR SALE—The owners of a long-established high-grade cigar factory in First District of Pennsylvania, making five-cent and ten-cent brands with wide distribution, are desirous of selling same, owing to pressure of other interests. Will make a big sacrifice to responsible parties with sufficient capital to take hold of proposition. $20,000 needed. Triflers will receive no attention. Address in confidence, Box 26, "Tobacco World," 236 Chestnut Street, Philadelphia, Pa.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 175 Water Street, New York.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

For Sale.

FOR SALE—Cigar store humidors, show cases, shoe store stand, and news rack. Cleveland Store Fixture Company, 4049 St. Clair Avenue, Cleveland, Ohio.

Situation Wanted.

POSITION WANTED—As superintendent or foreman, hand or suction work. Understand business thoroughly. Now employed with large concern. Want change. Best references. Address Box 133, care of "Tobacco World."

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

WANTED—Responsible jobber or dealer to take output of small Clear Havana factory. Write J. W. Shelley, 3136 North Ninth Street, Philadelphia, Pa.

WANTED—By live business-getting brokers, factories in the First Districts, making goods from $16 to $28 per M. Can assure good business. Address Box 131, care of "Tobacco World."

The Tobacco Trade in Greece

The export of filler leaf tobacco from Salonika to the United States during 1915 amounted to approximately 5,000,000 pounds, while that of the preceding year was about 10,000,000 pounds. The lack of shipping facilities partly accounts for the decrease.

In 1914 the Macedonian tobacco crop was below normal in quantity, amounting to about 22,050,000 pounds, and the quality, in general, was inferior. Prices were lower than usual, averaging 16 piasters per oke ($0.249 per pound) paid to the planter. Practically all of the crop was bought up by merchants and speculators during the season. Since October, owing to heavy losses occasioned by the sinking of several vessels carrying stock abroad, there was unusual activity on this market, buyers and merchants taking much more than their accustomed quantities. In this respect the largest buyer was the Italian Government Monopoly, which purchased upward of some 4,410,000 pounds, principally of the lower qualities, while American concerns took practically the whole of the medium and better qualities.

The 1915 crop, which was only medium in quality, amounted to about 20,000,000 pounds, most of which has been sold. Prices were above normal and averaged to planters about 24 piasters gold per oke ($0.377 per pound).—"Commerce Reports."

Consignment of Tobacco to Netherlands

The Commercial Adviser of the British Embassy has informed the Acting Foreign Trade Adviser of the Department of State that he received a cablegram stating that tobacco shipments bought and paid for prior to August 1 may go forward without interference to Holland up to August 31, without consignment to the Netherlands Oversea Trust, and that guaranties by the British Embassy would not be required with reference to applications for letters of assurance for shipments of tobacco to Scandinavia for the same period.—"Commerce Reports."

Tobacco Cultivation in Argentina

The chief of the Industrial Section of Tobacco of the Argentine Department of Agriculture has recently made a report on the cultivation and manufacture of Argentine tobacco. This report, as quoted in the Revista de Economia y Finanzas of July 20, states that in spite of the inferior quality of the native tobacco it always finds a market, being used by domestic factories in the proportion of 50 or 55 per cent. for the manufacture of cigars and cigarettes. Its market value, however, is much less than that of the imported tobacco, statistics showing that in 1911 of the total amount expended by domestic factories for raw material 25 per cent. was for the native tobacco and 75 per cent. for imported tobacco. In view of these facts, the Argentine official urges domestic growers to adopt improved methods of cultivation, in order that a better quality of the weed may be produced and profits correspondingly increased.

American Machinery for African Tobacco Factory

As a result of the publication in "Commerce Reports" of a "Trade Opportunity" submitted by the Marseilles consulate general, a new tobacco factory in North Africa, whose annual output will be about 1,500 tons, is to be entirely equipped with American machinery. An expert is to come over shortly to superintend its installation. It is believed that, as a consequence of this sale, there will soon be an important demand for American machinery in the North African tobacco factories.

Cigarette Imports in Antung Province, China, Increase

The imports of cigarettes during 1915 amounted to 52,653 thousands, a gain of over 100 per cent. This large increase was due principally to the fact that while Japanese firms formerly manufactured their cigarettes for the Manchurian market in Manchuria, owing to the reduction in duty at Antung they found it cheaper to manufacture in Japan or Chosen and pay the import duty at Antung rather than to pay the likin, or Chinese internal tax, on cigarettes made in Manchuria.

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services

Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS.

BACON—BRING IT HOME:—39,835. For all tobacco products. August 9, 1916. The Moehle Lithographic Co., Brooklyn, N. Y.

REGULAR DEMOCRAT:—39,837. For cigars, cigarettes, smoking and chewing tobacco. August 8, 1916. Charles E. Sloan, New Orleans, La.

LAKEWOOD:—39,831. For smoking pipes. August 8, 1916. Manhattan Briar Pipe Co., Brooklyn, N. Y.

BERYLOID:—39,838. For smoking pipes. August 15, 1916. Manhattan Briar Pipe Co., Brooklyn, N. Y.

HUGH M. DORSEY:—39,839. For cigars. August 10, 1916. Abelardo Petit, Atlanta, Ga.

G. POULIANIS:—39,840. For all tobacco products. August 17, 1916. Vely Bey, New York City, N. Y.

QUOTE:—39,841. For cigars. July 25, 1916. American Lithographic Co., New York City, N. Y.

LA FELIPPA ROMERO:—39,842. For cigars. August 14, 1916. Edward E. Welch & Co., Minneapolis, Minn.

SAXON:—39,843. For cigars. August 8, 1916. C. S. Gable, York, Pa.

ALI PASHA:—39,844. For cigarette paper in books. August 17, 1916. Nicholas E. Marcoglou, New York City.

TRISTAN:—39,845. For cigars, cigarettes and tobacco. July 29, 1916. Havana-American Co., New York City.

LE COQ FRANCAIS:—39,846. For cigarette papers and cigarette paper books. August 23, 1916. R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

THE FRENCH ROOSTER:—39,847. For cigarette papers and cigarette paper books. August 23, 1916. R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

KISSERLI:—39,848. For cigarettes. August 15, 1916. Nicholas E. Marcoglou, New York City.

PARANTZEM:—39,849. For cigarettes. August 19, 1916. Vahan Chebookjian, Boston, Mass.

TAMPA TROPICS:—39,850. For cigars and tobacco. August 24, 1916. The Dow Drug Co., Cincinnati, Ohio.

ASSOCIATED PRESS:—39,851. For all tobacco products. August 15, 1916. American Lithographic Co., New York City.

TRANSFERS

COINS WORTH:—30,831. W. Tobacco World. Registered March 25, 1915, for cigars, cheroots and stogies, by Acton & McKisson, Belmont, O. Was transferred to The Kildow-Lynn Co., Barnesville, O., on August 14, 1916.

ODIN:—20,995. U. S. Tobacco Journal, for cigars. Registered March 1, 1899, by Calvert Litho. Co., Detroit, Mich. Was transferred to Franklin MacVeagh & Co., Chicago, Ill., on April 28, 1911. Retransferred to Lubetsky Bros. & Kleiner, Grand Rapids, Mich., on August 7, 1914.

CORRECTED PUBLICATION OF TRANSFER

ARABESCA:—37,808. United Registration Bureau, for cigarettes. Originally registered October 16, 1912, by American Lithographic Co., New York City. By various transfers was acquired by N. E. Marcoglou. Was retransferred to Nectar Cigarette Co., New York City, on April 19, 1916, by N. E. Marcoglou.

Carl Cheney Sells His Cigar Factory

Owing to ill health, Carl Cheney, a cigar manufacturer of Coshocton, O., has recently sold his factory to Louis Brown, owner and manager of the Brown Cigar Company. Mr. Cheney will enter a sanitarium in Newark, O., where he hopes his health will be restored.

John Swisher & Son Plan More Factories

The sale of the Gem Theatre Building, at Ironton, O., to John H. Swisher, of John H. Swisher & Son, cigar manufacturers, has been confirmed. It is understood that $2500 will be spent immediately on improvements. Mr. Swisher paid the full appraised value, $6500.

This firm is also making arrangements to open a branch factory in Columbus, O., that will employ from 100 to 150 hands, according to reports. For this purpose space has been leased in the Peter Powers Building at 43 W. Long Street.

A cigar factory will be opened by the same firm at Frazeysburg, O., if the support of forty hands can be secured. It is understood that thirty-five have already signified their willingness.

Stone-Ordean-Wells Company Oversold on Two Brands

According to an announcement recently sent to the trade by the Stone-Ordean-Wells Company, with headquarters in Duluth, Minn., their business on the "Charles Denby" and "Class" cigars has doubled in the past year. This popularity has been observed in other sections of the country on these brands, and as a result the factories are millions behind in their orders.

Other added features of the situation include the high cost of materials, difficulty in securing same, and scarcity of cigarmakers.

The Stone-Ordean-Wells Company explains these facts to their customers that they may understand why the prospects are that the difficulties of supplying the demand may increase rather than decrease.

Few Can Tell a Cigar By Looks

The average smoker believes that a dark wrapper means a strong cigar, and a light wrapper a mild one, and he is absolutely wrong. There is no connection whatever between color and strength, squeezing cigars and smelling them are equally fallacious as tests of quality. So, too, is the color and firmness of the ash; the notion that the whiter the ash and the longer it stays on the better the cigar is altogether erroneous. The best Havanas burn with a clear, steel-gray ash, and its duration and length are mainly determined by the size of the pieces used in the fillers. Then, again, the men in Havana insisted to me that a spotted cigar meant less than nothing so far as quality, whether good or bad, was concerned; that the barometer affects cigars far more than the thermometer; that the silky-looking wrapper is as much to be avoided as the veiny one or the one that is oily in patches; that cigars should neither be so soft as to yield readily to the pressure of the fingers nor so dry as to crackle; that most of the talk about "condition" is pure ignorance, the Americans being right in preferring a moist cigar, and the English equally right in preferring a drier one—the vital point in each case being the proper period of recovery from the sea sickness that cigars contract as easily as their smokers, a period that varies with the length of the voyage; that, except for the expert who has given his whole life to the business, there are virtually no outward indications that can be relied upon in choosing a cigar; and that for the average man, anxious to find out whether a given Havana is of good quality throughout and will burn well, the only test is to smoke it.

Cork Tips **Cork Bobbins**

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122-222 WEST 18TH STREET NEW YORK

JOSE F. ROCHA Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
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Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

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IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

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HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
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HIPPLE BROS. & CO.

Importers of Havana and Sumatra and
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Finest Retail Department in Pennsylvania

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SPECIALTY—VUELTA ABAJO AND ARTEMISA

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OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
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AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
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Havana Warehouse Monte 167 — Telephone John 1942
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Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS
90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
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257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

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These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. .·. No bogus Advertising admitted.

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26TH STREET & 9TH AVENUE, NEW YORK

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OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
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Formerly of
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WE GUARANTEE

Copenhagen Snuff

To Be

ABSOLUTELY PURE

WE guarantee Copenhagen Snuff is made from the whole leaf of Tennessee and Kentucky Tobacco—scrap (pieces of tobacco) is not used in it.

We guarantee the sweetening and seasoning and flavors and scent, in fact everything that is added to the tobacco or put on the tobacco, is pure and may be used freely in food under the United States Pure Food Laws.

OUR OFFER

THAT every user of Copenhagen Snuff can feel entirely safe and know that he is using a pure tobacco, we offer to any man (including our own employees) Five Thousand Dollars who will show our guarantee to be incorrect, or to any man who finds in Copenhagen Snuff as manufactured and shipped by us anything used in the tobacco or on the tobacco that may not be used freely in food products under the United States Pure Food Laws.

Weyman-Bruton Company

50 Union Square
New York

J. Peterson
PRESIDENT

El Principe de Gales

OLD STANDARD
HAVANA-CIGARS

A BRAND WITH A WONDERFUL RECORD

AN UNINTERRUPTED SALE FOR MORE THAN 60 YEARS

A STANDARD OF VALUE AMONG HAVANA LINES

HAVANA AMERICAN CO.
111 FIFTH AVENUE NEW YORK

The Man Who Smokes Them Says—

"It is the BEST CIGAR VALUE IN THE WORLD at 5c."

That is the reason the

John Ruskin

Cigar is one of the World's Biggest Sellers.

John Ruskin 5¢

THEY COULD BE SMALLER-BUT NOT BETTER

John Ruskin Cigars are hand-made and the Havana tobacco used is the choicest grown. They're mild—Big and Fragrant,

Valuable Profit Sharing Voucher on the Band of Each John Ruskin Cigar.

I. LEWIS CIGAR MFG. COMPANY
NEWARK, N. J.
Largest Independent Cigar Factory in the World.

That "BOLD" Cigar is famous today; famous for its quality and its workmanship.

"Above All"

Famous for its jobbing connections, a point that we are justly proud to advertise.

We are proud of our jobbers just as our jobbers are proud of "BOLD".

Bobrow Bros., Philadelphia

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THE TOBACCO WORLD

SEPTEMBER 15th
1916

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"Reynaldo" Display at Ledger Central

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Knickerbocker's Broadway Jottings

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881 Vol. XXXVI No. 18

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

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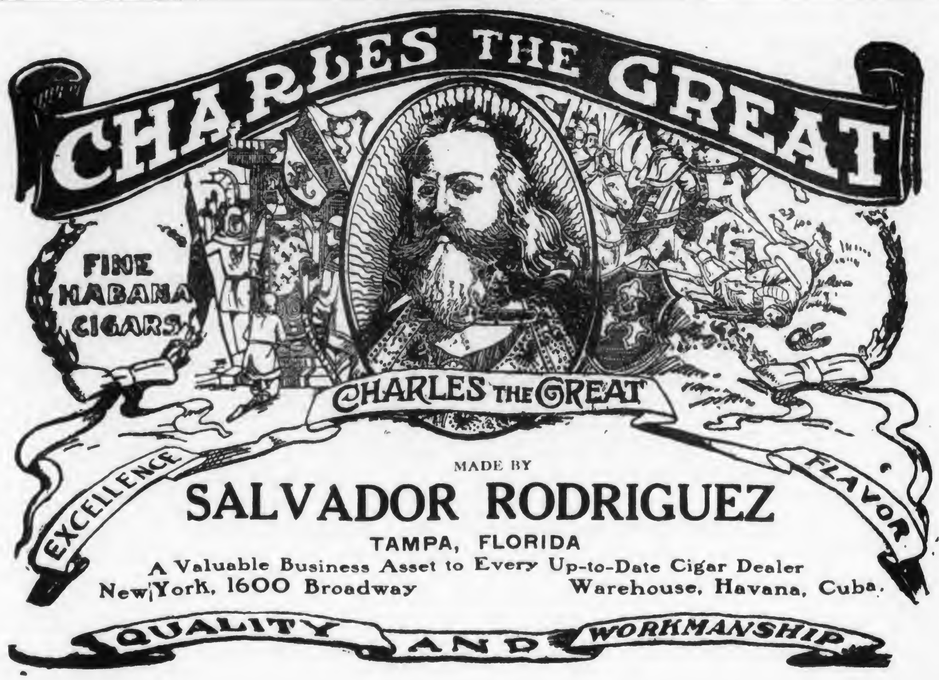
Reg. U. S. Pat. Office



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TAMPA, FLORIDA

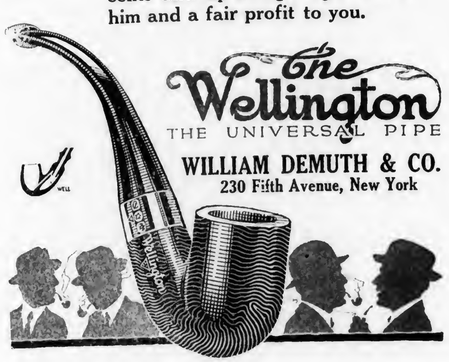
A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba.

Pipe Selling is Easier When You Sell the Wellington Pipe

W D C TRADE MARK

The man who is offered a Wellington has no doubts or arguments. He's buying the famous "well" feature and a clean, cool smoke—and he knows it. His 35 cents and up brings top value to him and a fair profit to you.



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230 Fifth Avenue, New York

Londres Grandes

The Juan P. Portuondo
CIGAR MFG. CO.
PHILADELPHIA

MANILA CIGARS

As Mild and as Cool

as a breeze from the sea—Manila Cigars burn perfectly—They are all hand made, Spanish method—They have body and character—A high standard of quality is rigidly maintained under Government supervision and inspection.

Look for the Government Guarantee Stamp on Every Box

De Luxe Segars

THE CALIDAD SIZE RETAILS FOR A DIME

Wonderful Value

CLEAR HABANA—FULLY MATURED

MADE BY

JOHN W. MERRIAM & CO.

101 Spring Street, New York

[MERRIAM CIGARS INC., SUCCESSOR]

For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Company

LIMA, O.

F. C. LOZANO J. M. LOZANO

TRADE MARK
Reg. U. S. Pat. Office

F. LOZANO, SON & CO.

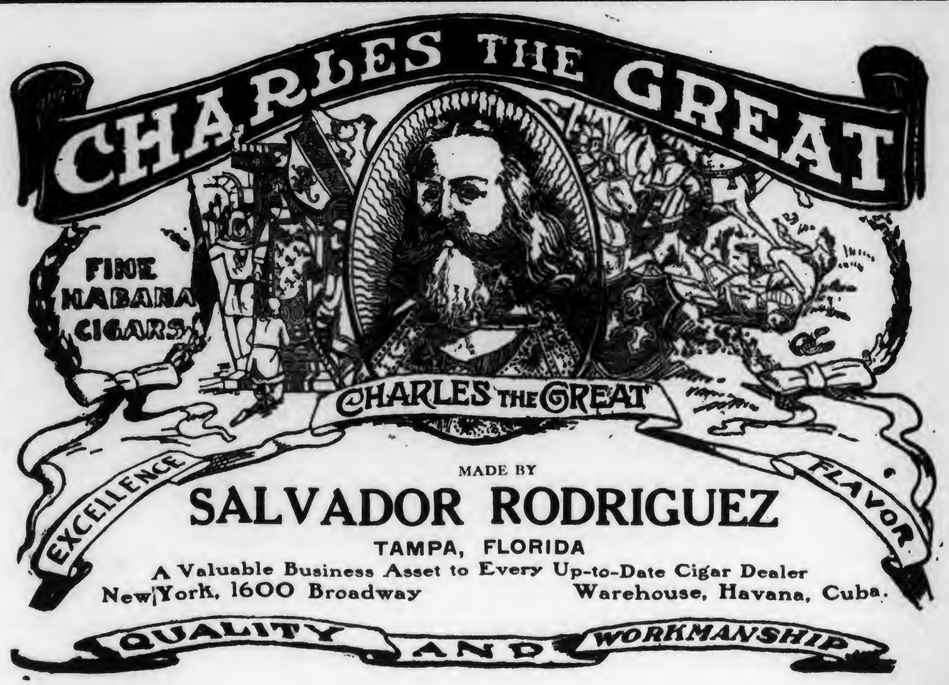
U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue



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SALVADOR RODRIGUEZ

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New York, 1600 Broadway Warehouse, Havana, Cuba.

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The Wellington
THE UNIVERSAL PIPE
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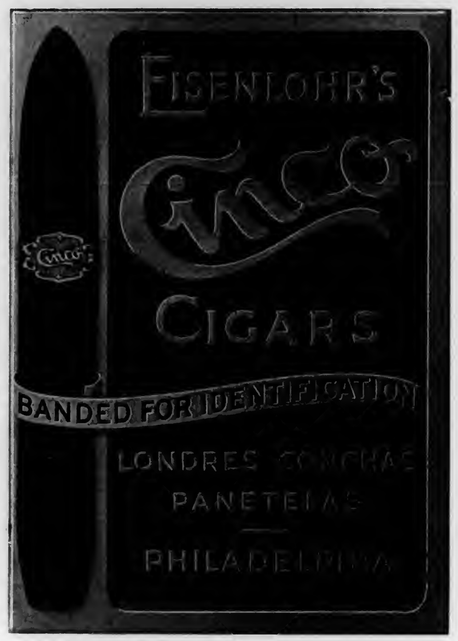
LIMA, O.

INTENTIONAL 2ND EXPOSURE



Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street - New York

Board of Trade Bldg., Montreal, Canada

SOL HABANA

Behrens & Co.

Havana, Cuba

Estrella No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best.

LA DEVESA DE MURIAS HABANA

MURAD

THE TURKISH CIGARETTE

15¢

TURKISH Tobacco is the WORLDS MOST FAMOUS Tobacco for CIGARETTES

Everywhere Why?

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.

General Offices. PITTSBURGH, PA.

YEARS OF EXPERIENCE HAVE MADE

PUNCH

A Cigar with Hardly a Rival

MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba

AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

"LA MEGA" *MADE IN BOND*

HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP

V. Guerra, Diaz & Co., Tampa, Fla.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY

R. A. BACHIA Y CA. MARK HABANA

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK

FACTORY TAMPA FLORIDA

WAREHOUSE LEALTAD 129 HAVANA

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N. Y. City.

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.

RICHMOND, VA.

CHANCELLOR

The Acknowledged Leader among Mild Sumatra Wrapped Havana Cigars

---

The Real Independent Factory in Havana

"PARTAGAS"

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

CIFUENTES, PEGO Y CA.,
172 Industria :: Havana, Cuba

ROBERT E. LANE

General Representative for
United States and Canada

115 Broadway New York

EL GENIO

Clear Havana Cigars

Made in Tampa, Fla.

P. Verplanck & Co.
263 Fourth Ave. New York

The BROKER
Actual Size, 10c.

Two great money-makers!

Let one of them work for you

Stephen Girard, patriot and merchant, was a man of *fine quality* and *the greatest money-maker of his time.*

The Girard cigar is a worthy namesake. Its *quality* is known by smokers from coast to coast. We can prove to you in dollars and cents that *the Girard is a great money-maker.*

And this proof involves no risk on your part.

We want you to put the Girard cigar in your case at *our risk* and under *our guarantee.*

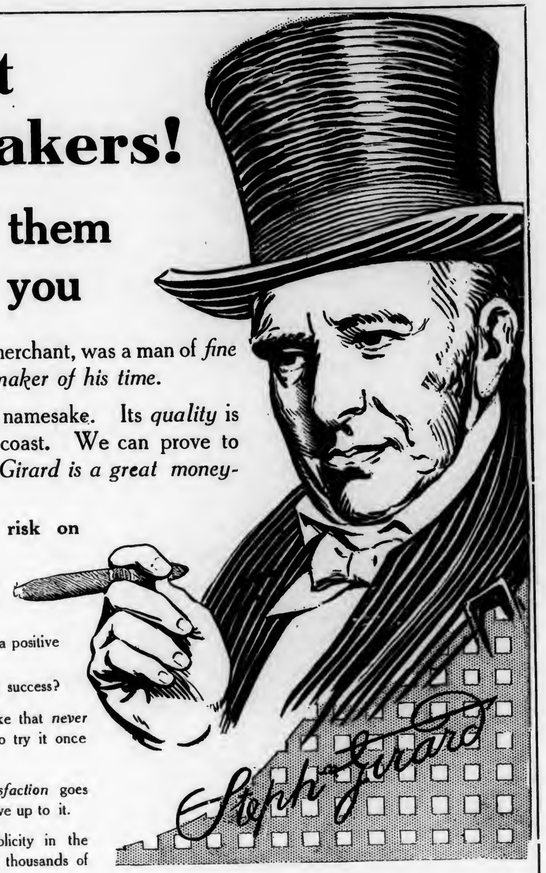
We know what the Girard will do. It is a positive winner wherever shown.

What is the reason for this phenomenal success?

First—Quality. The Girard is a mild, full-flavored smoke that *never gets on your nerves.* Doctors recommend it. Smokers who try it once *keep on coming back for it.*

Second—Square Dealing. *Our guarantee of satisfaction* goes with every Girard cigar. This means what it says. And we live up to it.

Third—Good Advertising. Our striking Girard publicity in the great magazines of national circulation has made countless thousands of friends for the Girard and *the Girard keeps them.*



This is no one-week circus stunt. *Girards are advertised continuously,* in the strongest mediums in the United States, like the *Saturday Evening Post* with a circulation of more than *2,000,000 copies every week,* and the *Literary Digest* with its *475.000 copies every week.*

If you do not handle Girards now, we want you to drop us a line today. Let us write you the particulars of our

"Safety First" Proposition for the Dealer

We are sure you will thank us for this later on—just as hundreds of dealers are thanking us now.

You will thank us for bringing this unusual opportunity to your attention. You will thank us for urging it on you as hard as we know how.

That is why we say

Just drop us a line today

ADDRESS DEPARTMENT H

Antonio Roig & Langsdorf

Established 1871 Philadelphia

To Retail Dealers: Harmony is going to sell. Prepare for the demand *at our risk*, not yours. We guarantee the sale of every ounce. You can get a pound or more every day or every week, delivered direct from our factory to your store. Order from your jobber NOW.

Liggett & Myers Tobacco Co.

Harmony
A PIPE BLEND of five distinct kinds of Imported and Domestic tobacco-each kind alone having a delightful aroma and natural flavor without the slightest harshness.
15¢
In the cream-colored nut-brown tin

Announcement Harmony Pipe Blend has accomplished something NEW in smoking tobacco, It has succeded in so intimately blending (or harmonizing) several different choice imported and domestic tobaccos that it has in reality produced a new, more delightful smoke-flavor—*absolutely without a trace of discord.*

Each of these tobaccos plays its own part in giving Harmony its cool and characterful flavor. One is used for its exquisite *aroma*—one for its "fruity" *richness*—one for its delicate *pungency*—one because of its unusual *sweetness*—and one for its full, mellow *"body"*.

The result is a new, more delicious flavor—it might be called "rich mildness" so delicately does the rich savor of these tobaccos shade into mildness. But only your own most cherished old pipe can really reveal to you Harmony's perfectly balanced taste.

Liggett & Myers Tobacco Co.

HARMONY
A PIPE BLEND

Backed Solidly By Advertising. We have so much confidence in HARMONY that we are backing it with National Advertising in the following list of publications, and others, having a total circulation of *Over 9 Millions:*

Saturday Evening Post	Scribner's	McClure's	Popular Mechanics	Judge
Life	Literary Digest	American	Illustrated World	Puck
Collier's Weekly	Century	Red Book	Current Opinion	Leslie's
Metropolitan	Munsey's	Everybody's	Review of Reviews	Scientific American
Hearst's	Outlook	World's Work	System	Popular Science

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY
V. Guerra, Diaz & Co., Tampa, Fla.

LIPSCHUTZ'S
44
CIGARS

"44" Cigar Co. Philadelphia

BAYUK BROTHERS

FIVE CENT CIGAR
PHILADELPHIA

G. S. Nicholas & Co.
41 and 43 Beaver Street, New York
DIRECT IMPORTERS of the highest grades of Cigars manufactured by the
Independent Factories
of Havana
all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.
Price List Mailed Upon Request.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

DIAMOND JOE
TRADE MARK
CIGAR FACTORY
ESTABLISHED 1860

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE
H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

Best Quality **Best Known**

EDEN

The Cigar Without a Peer

Calixto Lopez y Cia
Habana

New York Office— 257 Fourth Ave.

Meet me at the Tuller

For Value Service, Home Comfort

New **HOTEL TULLER**
Detroit, Michigan

Cen.er of business on Grand Circus Park. Take Woodward car, get off at Adams Avenue

ABSOLUTELY FIREPROOF

200 Rooms, Private Bath, $1.50 Single, $2.50 Up Double
200 " " " 2.00 " 3.00 " "
100 " " " 2.50 " 4.00 " "
100 " " "3.00 to 5.00 " 4.50 " "

Total 600 Outside Rooms
ALL ABSOLUTELY QUIET

Two Floors—Agents' Sample Rooms

New Unique Cafes and Cabaret Exellente

SANCHEZ Y HAYA

Factory No 1 — Tampa. Fla.

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

hese goods are the last word in fine cigars made from the choicest "Vuelta bajo" tobacco, under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each. Package and goods show quality and class in every detail.

'La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

SANCHEZ Y HAYA, Tampa, Florida

Stop! Look! Listen!

This is the psychological moment for you to begin to use domestic wrappers. The condition of the imported wrapper market is dangerous. If you don't look out you will work another year for nothing, or at a loss. $1.85 per pound duty; labor higher than ever; fillers and binders higher than ever; and imported wrappers dangerously high; these are facts that spell—NO PROFIT FOR YOU

We have some fancy, light, fine quality

GEORGIA and FLORIDA Wrappers

that burn and taste as good as any imported wrapper. They will make money for you on every cigar that you sell.
Use Florida, Georgia and Connecticut Shadegrown.
The only way that will enable you to make money, is to please your customers. Which would you rather be, prejudiced or prosperous? It's up to you.

AMERICAN ALWAYS **SUMATRA SELLS** **TOBACCO THE** **COMPANY CHOICEST**

TOBACCO

142 Water Street, - New York.

"Are these cigars fresh?" asked the customer.

"Yes, surely. I just opened 'em and besides, they were packed in a

HEEKIN CAN

These Cans Always Keep Smokes Fresh"

A cigar salesman PREFERS selling fresh aromatic smokes for he knows they'll satisfy.

If you pack YOUR cigars, stogies or tobacco in Heekin Cans, salesmen will not only prefer selling them, but customers will ask for them because every Heekin Can is handsomely lithographed with attractive designs.

Prompt service on all orders. Send for sample and see the quality.

The
Heekin Can Co.
Culvert, Sixth & New Sts.
CINCINNATI, O.
"Heekin Can Since 1901"

Remarkable Leaders
among
CLEAR HAVANA BRANDS

These are cigars Made—In—Bond and smoked from Coast—to—Coast, enjoying an enviable reputation among dealers for "Repeat" calls.

You should stock at least one of these brands:

"El Briche"
"Hoyo de Cuba"
"For de San Martin & Leon"

Jobbers and Dealers have not been slow to appreciate the value of Clear Havana brands that duplicate, as is testified by the steadily increasing sales.

San Martin & Leon cigars are favorites with the consumer. Do not lose trade and profits by failing to have these goods in stock.

San Martin & Leon
Tampa, Florida
Member, Tobacco Merchants' Association

Florde
Jeitles
CLEAR HAVANA CIGAR
5¢
JEITLES & BLUMENTHAL, Ltd.
PHILADELPHIA.

QUESTION: "Why is FRAT cleaning up?"
ANSWER: "Biggest value in smoking tobacco world."

10c quality—10c quantity—retails in the Patterson duo-paper package at

5c

Would cost double in tins.
Most jobbers are supplied.

Patterson Bros. Tobacco Co. Inc.
Original Pattersons of Richmond, Va.

M. MELACHRINO & CO., Inc.
EGYPTIAN CIGARETTES
You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. / Cape-town, South Africa / Calcutta, 10 Government Place / Alexandria, Rue Cherif Pacha / CAIRO, Head Office and Factory / Hamburg, 18-20 Grosse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD — PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVI. PHILADELPHIA AND NEW YORK, SEPTEMBER 15, 1916. No. 18.

REPRISAL FOR TOBACCO EMBARGO SOUGHT IN INTERNATIONAL LAW

President in Difficult Position—Very Probable Violation of American Citizens' Rights—Must Determine Whether England Has Right to Interfere With Such Trade

WHILE England's legal right to declare an embargo against tobacco imported into Great Britain has been admitted by administration officials, Great Britain's interference with the export of American tobacco into neutral countries raises a question of violation of the legal rights of American citizens. The right to prevent exportation of tobacco into neutral countries and Germany would have to be defended by England under the laws of blockade or of contraband.

It is believed that unless England can establish the legality of her blockade or can establish legal right for declaring tobacco contraband, she cannot defend her right to interfere with the importation of American leaf into neutral countries.

The amendment to the Revenue Bill offered by Senator James, places the power to retaliate against countries violating the legal rights of American citizens, in the hands of the President.

In the matter of the tobacco embargo, distinct problems are involved. There is the right to export to England, to neutral countries, and to Germany.

England's right to prohibit the importation of tobacco into the United Kingdom is recognized, the right to prevent importation of American tobacco into Germany is taken care of by the recent embargo placed by Germany on the importation of tobacco from the United States. The right to prevent the exportation of American tobacco to neutrals, however, has not been established either by proving the legality of the blockade, or by proving the legal right to declare tobacco contraband.

The United States has already declared the British blockade illegal. The point to be established is whether or not tobacco may rightly be declared contraband of war. If it is proven that tobacco cannot be so listed then the United States will protest and threaten reprisals unless England ceases to interfere with the export of American leaf into neutral countries.

With regard to the policy to be followed in making reprisals it is understood that it will be for the protection of American rights under international law. It has been stated that the use of the power of reprisal in any other way would eventually lead to a trade war and embargoes by the Allies against raw materials necessary to American industries.

In commenting on the position of the President in this matter, the New York "Herald" says:

"It appears to be fully recognized in administration circles that the vesting of this vast power of reprisal in the hands of the President is bound to place before him a very difficult situation. For instance, when the American tobacco interests, coming from States of extreme political

(Continued on Page 15)

MAIL ORDER SCHEME FOR CIGARS PUT TO DEATH IN THE SENATE

Senators Fletcher and Smoot Kill Amendment—Protests Made Short Work of Scheme—Entire Trade Up in Arms Against Proposal—T. M. A. Did Good Work in Short Time

THE parcel post measure in the Revenue Bill failed to make good in the Senate, and after protests had been made and elaborate arguments presented by Senators Fletcher and Smoot, the provision was killed. The energetic campaign of the Tobacco Merchants' Association and the National Cigar Leaf Tobacco Association had much to do with the defeat.

Had the provision become a law it would have undoubtedly worked grave injustice to importing trade in this country and would no doubt have made inroads on the industry in the United States.

Both Senator Fletcher and Senator Smoot made forceful and convincing arguments against the bill. The Florida Senator, among other things, said:

"Mr. President, I want to strongly object to the adoption of that amendment offered by the committee. It is entirely a new proposition. The objections which I make to it are based mainly upon two grounds:

"First, if put into effect, such a law would very seriously detract from and injure the great tobacco industry of this country. It is an industry from which the Treasury of the United States derives revenue in the way of customs duties and internal revenue tax to the amount of $110,000,000 annually. It is an important industry in my own State. Shade-grown tobacco is now being developed to an extent where it is an important competitor of Sumatra wrapper. The cigar manufacturing industry of Tampa is a very important one.

"The annual output in manufactured cigars amounts in value to something like twelve and a half million dollars. There are manufactured in Tampa and West Tampa together over 250,000,000 cigars annually. There is paid for internal revenue stamps at that office an amount exceeding $900,000 annually. The customs duties paid in Tampa amount to over $2,000,000 per annum. Key West is another large manufacturing center.

"This provision, if it should become a law, would have the effect of advancing the interests of manufacturers in Cuba to the great detriment and injury of manufacturers in this country; and there is no need now of facilitating that competition by enabling the Cuban manufacturer to lay on the desks of consumers in this country cigars by the box, 50 or 100, as the case may be. There is a sort of feeling that the Cuban cigar is of superior quality, and Cuba has a well-deserved reputation for producing the finest tobacco grown in the world for the manufacture of cigars. But Cuba also produces poor tobacco, and Cuban manufacturers also manufacture sorry cigars. The consumer in this country, however, basing his choice upon the reputation of Cuba, would be prompted to order his cigars from Cuba instead of from the manufacturer in the United

(Continued on page 18)

IRREGULAR PAGINATION

THE TOBACCO WORLD

ESTABLISHED 1881

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH BY
THE TOBACCO WORLD CORPORATION

J. LAWTON KENDRICK, Treasurer

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A pipe manufacturer remarked the other day that with the enormous increase in cigarette sales, and the remarkable demand for cigars, the sales of pipes have not suffered. He stated, after going over statistics, that for the first six months of the year the firm's pipe sales had exceeded any previous figures for a similar period. By comparison the sales in each successive month this year have established new records. He does not think that there are more smokers, but rather that smokers are smoking more.

Pipe Sales

INFLUENCE OF T. M. A. KEPT DOWN TOBACCO TAXES IN REVENUE PLAN

Data and Convincing Arguments Saved Industry From Heavy Tax—New Law Felt to be Equitable—Test of Efficiency for New Organization

THE new Revenue Act just passed abolishes the annual license fees or special tax upon retailers and leaf dealers and continues such annual tax upon manufacturers of cigars, cigarettes and tobacco on a different scale, to wit:

Cigars

Annual Output.	Tax.
Not exceeding 50 M.	$ 2.00
50 M. to 100 M.	3.00
100 M. to 200 M.	6.00
200 M. to 400 M.	12.00
Over 400 M.	at 5c. per M.

Cigarettes and Little Cigars Weighing Not More Than 3 Lbs. Per M.

Annual license fee or special tax is 3c. for every 10,000.

Tobacco

Annual Output.	Tax.
Not exceeding 50,000 lbs.	$ 3.00
50,000 to 100,000 lbs.	6.00
100,000 to 200,000 lbs.	12.00
Exceeding 200,000 lbs.	at 8c. per 1000 lbs.

The license fee on cigars at the rate of 5c. per M. on an output exceeding 400,000 and on tobacco at the rate of 8c. per 1000 lbs. on an output exceeding 200,000 lbs. may appear to be somewhat high, but a comparative analysis of the old and the new tax law will show that, whereas the large cigar manufacturer who has been paying $2496 a year if his output had overreached 40,000,000 cigars, under the new law of 5c. per 1000, he will pay less unless he produces over 49,920,000 cigars in a single factory and there are, indeed, very few factories that produce that many cigars.

The same reasoning applies to the $2496 class of tobacco manufacturer. Instead of paying $2496 upon a production in excess of 20,000,000 lbs., under the present rate of 8c. per 1000 lbs. they will pay less unless they produce more than 31,200,000 lbs. in a single factory.

However, although the Tobacco Merchants' Association failed in its efforts to abolish this special tax altogether it feels, nevertheless, that considering the situation, where the Government has found itself in need of over $200,000,000 of additional revenue, the Tobacco Merchants' Association may well be congratulated upon its successful efforts to save the tobacco industry from the imposition of $20,000,000 of additional taxes as the framers of our tax law had originally contemplated imposing on this industry.

The handling of the tax situation was the first real big test of efficiency and usefulness of the Tobacco Merchants' Association, and it was a supreme test, indeed. The result speaks for itself.

It is gratifying to know that in the carrying on of this campaign for fairness and justice to the tobacco industry, the Tobacco Merchants' Association was met by the legislative powers with uniform and pleasing courtesy so that it was able to do its work in a quiet and dignified fashion without stirring up undue agitation and without creating uncalled for uneasiness, but by proceeding, with forceful argument supported by facts, figures and official data, to convince the framers of the revenue law that the tobacco industry is already very much overtaxed and that the revenue it now pays is almost double the amount of its income.

That part of the new Revenue Bill, as passed by the Senate, relating to the tobacco industry is as follows:

"Sec. 408. That on and after January first, nineteen hundred and seventeen, special taxes on tobacco, cigar, and cigarette manufacturers shall be, and hereby are, imposed annually as follows, the amount of such annual taxes to be computed in all cases on the basis of the annual sales for the preceding fiscal year.

"Manufacturers of tobacco whose annual sales do not exceed fifty thousand pounds shall each pay $3;

"Manufacturers of tobacco whose annual sales exceed fifty thousand and do not exceed one hundred thousand pounds shall each pay $6;

"Manufacturers of tobacco whose annual sales exceed one hundred thousand and do not exceed two hundred thousand pounds shall each pay $12;

"Manufacturers of tobacco whose annual sales exceed two hundred thousand pounds shall each pay at the rate of 8 cents per thousand pounds, or fraction thereof;

"Manufacturers of cigars whose annual sales do not exceed fifty thousand cigars shall each pay $2;

"Manufacturers of cigars whose annual sales exceed fifty thousand and do not exceed one hundred thousand cigars shall each pay $3;

"Manufacturers of cigars whose annual sales exceed one hundred thousand and do not exceed two hundred thousand cigars shall each pay $6;

"Manufacturers of cigars whose annual sales exceed two hundred thousand and do not exceed four hundred thousand cigars shall each pay $12;

"Manufacturers of cigars whose annual sales exceed four hundred thousand cigars shall each pay at the rate of 5 cents per thousand cigars, or fraction thereof;

"Manufacturers of cigarettes, including small cigars weighing not more than three pounds per thousand, shall each pay at the rate of 3 cents for every ten thousand cigarettes, or fraction thereof.

"In arriving at the amount of special tax to be paid under this section, and in the levy and collection of such tax, each person, firm, or corporation engaged in the manufacture of more than one of the classes of articles specified in this section shall be considered and deemed a manufacturer of each class separately.

"Every person who carries on any business or occupation for which special taxes are imposed by this title, without having paid the special tax therein provided, shall, besides being liable to the payment of such special tax, be deemed guilty of a misdemeanor, and upon conviction thereof shall pay a fine of not more than $500, or be imprisoned not more than six months, or both, in the discretion of the court."

Cigarette Manufacture in India

When the cigarette habit first gained a hold among the people of India, says the Manchester "Guardian," of August 24th, the supplies came mainly from the United States and Japan. Neither the English tobacco firms nor those established in India were able to turn out a cigarette cheap enough to meet the need of a population with very little money to spend on luxuries. Today the Indian-made article seems to be beating its competitors out of the field, if we may judge from some startling official figures just published. The largest supplying centre in Bengal is at Monghyr, where a large factory turns out incredible quantities daily. From the railway station adjoining this factory 4516 tons were despatched during the year 1915. This is estimated to yield about one and one-quarter billion cigarettes.

REPRISAL FOR TOBACCO EMBARGO SOUGHT IN INTERNATIONAL LAW

(Continued from page 13)

importance to the Democratic party, go before the President to urge the use of reprisals in forcing England's hands, the tobacco exporters, it is not denied, can hardly be expected to restrict their demands to a request for such markets as the public law entitles the United States to demand They will demand all markets—the right to export to England, Germany and all neutral countries.

"The necessity then will confront President Wilson of resisting their pressure and of restricting his action to the limits of international law. Not without serious impairment of national interests, it is admitted, could the President make a wholesale demand for all markets and rush headlong into reprisals, regardless of the legal right of Great Britain.

"In all probability, it is foreseen, the President will make enemies at home and lose politically, perhaps, if he adheres strictly to a sound international policy. In these circumstances the development of his policy in employing his powers of reprisal will be watched with keen interest and anxiety."

The Origin of Tobacco

A rather interesting Eastern legend aims at establishing a date for the birth of the tobacco plant. "Mahomet, passing through the desert in the winter, found a viper frozen on the ground. He placed it in his sleeve so that the warmth would restore it to life. No sooner was the reptile revived than it poked forth its head and told the Prophet it was going to bite him. An argument ensued, Mahomet naturally persisting that the viper had no right to bite him, since he had done the snake good and not harm. Finally, the viper said, 'But I must bite you. I have sworn to do so by the Most High.' At the Holy Name the Prophet no longer opposed the snake, but bade him bite on in the name of God. He pierced the wrist of Mahomet, who shook him off, and, placing his lips to the wound, sucked out the poison and spat it on the ground. From these drops," the legend states, "sprang forth that wondrous weed, which has the bitterness of the serpent's tooth, quelled by the sweet saliva of the Prophet."

Hutchins Cigar Company Opens Factory in Fairmount

The C. Hutchins Cigar Company, of Marietta, Ohio, is opening a new cigar and stogie factory at Fairmont, W. Va., which will materially increase the output of the company in all its lines. They have leased a large building at that point, have rearranged it, and their equipment is being put in position this week, preparatory to beginning operations.

The new factory will manufacture a complete line of cigars and stogies already made by the company, and a number of new lines are to be added. J. S. Haggerty, one of the best known stogie and cigar men in West Virginia, will be superintendent of the factory.

It is the intention of the company to employ between seventy-five and one hundred people at the start and the factory will start with an output of at least ten thousand stogies daily, gradually increasing this amount. The company will continue to operate its Pittsburgh plant.

Connoisseurs Enjoy Exhibit of Fine Cigars Shown by Henry Clay and Bock & Co., Ltd.

A PERSON who can appreciate the best in sculpture will never pass by the Winged Victory in the Paris Louvre; a connoisseur in gold, silver and bronze work will spend hours enjoying the exquisite examples of Benvenuto Cellini's skill, which are to be found in Italy and France; and lovers of art will gather in the galleries of the world and pay homage to their favorite pictures. These people who have the artistic sense, and the gift to detect the difference between the true and false, have developed inherent qualities which have added much to their enjoyment of the finest works of art, and which can be appreciated only by those who know a great deal about such matters.

Nearly everyone can go into the Knickerbocker bar, and sink down in a leather cushioned stall, and enjoy Old King Cole's joke with him, but not all who laugh can find joy in the colors, lights and contrasts of this typical Maxfield Parrish.

There will be those who will deny that there is art in cigar making. Those of this opinion will find little to interest them in the exhibit of the products of the factories of Henry Clay and Bock & Company, Ltd., shown for the past few days at the Bellevue-Stratford.

Others—who know the difference between good tobacco and poor tobacco, between expert workmanship and the other kind, between exquisite packages and the ordinary cedar box or tin can—such men as these would have found their cup of joy filled to the brim.

There are many facts peculiar to this Cuban industry which deserve consideration before commenting on the various brands and sizes shown at this exhibit. It must be borne in mind that the more expensive cigars exported by the factories of Henry Clay and Bock & Company go to men who are really and truly connoisseurs of good cigars, and to whom a certain size of a certain brand is a family heirloom and tradition to be maintained, and entailed in the will by a wise and prosperous ancestor. And while it may sound flat to mention art in connection with cigars, brands with more than a century of experience in cigar-making behind them must have obtained by this time something more than mere reputation to enable them to retain the patronage of our landed and moneyed aristocracy and the nobility and royalty of Europe.

Briefly, good and bad tobacco are grown in Cuba, as elsewhere. The Vuelta Abajo district is, as is well known, the finest tobacco growing section in the world. In the Vuelta Abajo district are certain vegas or farms which have produced better tobaccos than others and the growers, year after year, have sold their crops to the same factory. This insures to some extent a maintenance of quality and character. Some companies, as is the case with Henry Clay and Bock & Company, own their own vegas, but these do not produce sufficient crops to supply the needs of the factories. Other vegas are depended upon, and men are paid large salaries to do nothing but buy tobacco that meets the requirements of certain brands. For the blend of a certain brand of cigars to vary in aroma, burn or bouquet, might mean disaster to the cigar sold under that label. When it is known that these cigars may range in price from $200 a thousand to $1000 a thousand one can appreciate what it might mean to the factory to have a single shipment go out that is below standard. It might mean the loss of business amounting to thousands of dollars annually. The factories can well afford to employ exports to buy their tobaccos when so much is at stake.

After the tobacco reaches the factory it must be blended. The difference in blends is easily detected by the consumer of fine cigars and it is absolutely essential that the flavor, peculiar to each brand, be maintained. And so there is the blender who commands a high salary and who must be a master of his calling.

When the more expensive sizes are reached the cigarmaker plays an important part. Every cigar must be identical. Care must be used to see that the length and shape do not vary. In the shaped sizes the utmost care must be used to see that the tobacco is evenly distributed in the tuck that it may burn true. Careless workmanship, not easily detected by the eye, may prove expensive in the end. Connoisseurs do not care to smoke or distribute to their friends cigars that burn badly.

In most cases the makers of these special shapes and sizes devote their entire time to only one size. When there are no orders on hand for their size they take a vacation, returning to their bench as soon as a new order arrives. These men are artists, they would not spoil their eye by making a shape other than the one to which they have been accustomed, simply to have steady work. In many cases the making of a single size passes from generation to generation, father teaches son and so on. And the art of making that special shape is as closely guarded as the methods of recording the voice for talking machine records.

After the cigars are made up they must be arranged by color for packing; claro, colorado claro, colorado, colorado maduro, maduro and oscuro. Bear in mind that in each of these colors there are about twenty variations.

It can be readily understood that the gentleman who sorts the colors and shades for packing also is an artist, and he too commands a very respectable salary. Further, he works only in the morning in a north light, and only on clear days. When one considers that cabinets containing ten thousand cigars of a certain size have been shipped to Europe, and that every cigar was a perfect match for the other, the high point of development of this character of the work can be understood.

And so as one considers the exquisite productions of the Cuban factories he sees the touch of the master hand throughout. The buyer, the blender, the cigarmaker, and the packer—every one of them artists in the true sense. May one not truly refer to the artistic in a cigar produced under such conditions?

The beauty of these cigars is still further enhanced by the splendid packings in which they are sold. The most expensive packings in the world are used for Cuban cigars, and these are manufactured on the Island of Cuba, for the most part. Inlaid mahogany, inlaid maple and cedar, polished, boite nature and ebony are all used. Here is another industry which has attained a high state of development, and which enhances the artistic qualities of Cuban cigars.

Bearing these facts in mind it is easy to understand how importers and club buyers, and even consumers, slipped into this exhibit of Henry Clay and Bock & Company and stayed for an hour and slipped away and then came back again, and even again. How some of these men

An upright boite nature cabinet containing two hundred and fifty of the biggest selling size of the most widely sold imported clear Havana brand in the world—"Corona" Coronas. This packing was shown in the recent exhibit of the products of the factories of Henry Clay and Bock & Company, Ltd.

stood for long minutes holding a box to the light, admiring the unvarying color, the artistic workmanship of the size, the beauty of the label, and perhaps bending forward to breathe in the aroma from this or that choice brand.

Here laid out before them were some two hundred odd packings of the finest sizes and brands of some of the oldest factories in Havana. The "Cabanas" brand, for instance, represents an unbroken record of more than one hundred years of production. There are subtle points of blend and workmanship in this cigar which have been attained only after a century of persistent effort.

The "Cabanas" Escalas, a packing containing two hundred cigars, could not be passed by. A polished cedar box inlaid with maple, with hinged sides, enclosed ten small boxes of fifty cigars each, arranged five boxes on a side, which swing out in opposite directions like a pair of steps. Certainly the lover of "Cabanas" would not hesitate to expend $70 for such a thing of beauty.

Then there were "Cabanas" Non Plus Ultra, and Perfectos, in patented cedar-lined tins. These packings contained fifty cigars each. It is said that these packings are so perfect that the cigars will keep for a year in any climate. "Coronas" are also put in in similar packings, both the Corona and Perfecto sizes.

Without doubt the cigar that attracted the most attention was the Kohinoor size of the "Meridiana" brand, four in a box, retailing for $6. This cigar was made especially for the late J. P. Morgan. The size is made by practically only one cigarmaker and he can turn out but about twenty-five of these a day. Into these cigars go the finest tobaccos and the finest workmanship. In shape and color it is one of the most beautiful cigars in the world.

Another cigar of the same brand, which was smoked extensively by Mr. Morgan, is the "Meridiana" Selectos, a smaller cigar in packings of ten retailing at $8. The Kohinoor shape, however, was Mr. Morgan's after-dinner smoke and a friend of his is said to have seen him smoke seven in one evening.

Still another beautiful size of the same brand is the Fancy Tales of Smoke. These are packed one hundred in a box of mahogany. For this packing the retailer would ask $12 and surely make a bargain for such an exquisite cigar and handsome case.

The most popular imported clear Havana cigar in the world is the "Corona" brand, and of this brand the Corona shape is the most widely sold. The "Corona" Corona retails for fifty cents each. In this brand a variety of packings are shown.

New York millionaires have a penchant for the upright boite nature cabinet containing ten bundles of twenty-five cigars each. Every bundle matches perfectly, and every cigar in each bundle is a true mate in color and size. This represents an investment of $115 and it is said that there is difficulty in supplying the demand for this packing.

A unique Christmas packing of the "Corona" is found in the Menocales size, a long cigar tapering at each end, wrapped in foil, and packed in individual boite nature boxes. Ten of these are contained in a package which sells for $10. The Todod Tenemos (meaning "We Have All") packing of "Coronas" is an attractive boite nature package containing four sizes of straight shapes. For $18.50 one can enjoy these at his leisure. The packing contains fifty cigars. There is also a mahogany packing of "Corona" Coronas containing one hundred cigars, similar to the "Meridiana" Fancy Tales of Smoke, which can be had for $50. This is one of the best selling packings of this brand.

In addition to these were many expensive and artistic packings of the "Villar," "Henry Clay," "Bock," "La Carolina" and "Manuel Garcia" brands, each worthy of paragraphs in themselves.

One also noticed a Bock brand, "Regio Extra Choice," which bore the crest of the Emperor of Germany. The Sublimes Non Plus Ultra size is his favorite, and he secured them in packings of twenty-five at a cost of $22 for the box.

Philadelphians who saw the exhibit conceded it to be the finest of its kind that has ever been shown in the city. Practically every importer and club buyer in Philadelphia visited the Bellevue-Stratford, and most of them left not only praise, but orders.

Messrs. Hicks and Gonzales, who had charge of the exhibit, have been much pleased with the interest shown thus far, and indications point to a very healthy increase in the Henry Clay and Bock & Company business in the United States this year.

All of which goes to prove that money has not depreciated the tastes of smokers of fine imported goods. And it is safe to assume that a large number of the remaining smokers would quietly develop a taste for such goods, if they had sufficient quantities of United States money to afford the indulgence.

MAIL ORDER SCHEME FOR CIGARS PUT TO DEATH IN THE SENATE

(*Continued from page 13*)

States if he obtained them at something like the same price, and consequently that trade would drift away from our own manufacturers to the Cuban manufacturers.

"The injury would be felt also by the middlemen, the clubs, and other agencies of distribution in the United States. It would mean an enormous sacrifice on the part of our own industries for the benefit of foreign manufacturers. The sacrifice is not called for today. Cuba was never more prosperous. Both her sugar industry and her tobacco industry are flourishing as perhaps never before in her history. There is no call for any extension of benevolence or philanthropy on our part to Cuba just at this time, and this provision would have the sole effect of advantaging competitors in our own industry, those competitors being in foreign countries. Cuba already has the great advantage of a 20 per cent. reduction on tariff duties. That law or convention it may be worth while to look into to see whether or not it should be continued, but it is an advantage to Cuba, and it seems to me we are not at this time called upon to extend additional advantages to our competitors in that country.

"The next proposition is that the provision will not raise one dollar of additional revenue. This is a revenue bill. It is not a bill proposing general legislation for promoting the parcel post, of extending it or opening the way for parcel post conventions with other countries. This provision will not add one cent to the revenue if it should become a law of the land, and therefore it has no place in this bill. As I have said, this is a revenue bill. We are attempting here to raise the revenue which we need and require; but this provision does not raise one dollar of revenue, and therefore I contend that upon that ground it ought not to be adopted.

"I understand, Mr. President, that the proposal was submitted to the House Committee, and that that committee practically unanimously determined against it. My conviction is that if the Senate should agree to this amendment it would not be held in agreement in conference. I have every reason to believe that the House conferees will stand by their previous determination, and that this provision, even if agreed to in the Senate, would go out in conference. For that reason I am not going to elaborate upon the arguments which might be made against it. I have a firm faith that the House will stand by its position with reference to this proposal, and that this amendment could not be agreed to in conference, even though the Senate should adopt it. Therefore I am not going to take the time of the Senate with further discussion of it, relying upon that faith and that conviction."

Senator Smoot elaborated his argument by quoting extensively on the letter that he had received from the Tobacco Merchants' Association. This is what the Utah Senator had to say:

"Mr. President, I think this is a very unwise provision and entirely out of place upon a revenue bill. I have received protests against this provision from every State in the Union. I am not going to take the time to go into the details of a discussion of this subject, but I do want to call attention to a few of the objections raised by the extensive correspondence I have had in relation to the provision.

First, I wish to call attention to a letter from the Tobacco Merchants' Association of the United States, representing the tobacco merchants of this country, and in reading a portion of this letter I do so simply as a sample of other protests from other parties against this proposed amendment:

"'By the proposed amendment the existing statute is changed by eliminating the minimum quantity of cigars that may be imported, which is 3000, so that under the proposed act cigars may be imported in any quantity; and it also contains a new provision tending to facilitate the importation of cigars by mail or parcel post, thus opening up the parcel post and post office channels of distribution for cigars manufactured in Cuba.

"'The customs duties required to be paid on imported Cuban cigars will not afford sufficient protection if the Cuban cigar manufacturer should be able to send a single box of cigars direct to the consumer by mail or parcel post. Such facilities will, no doubt, soon lead to the production of a cheap grade of cigars in Cuba and advertising them in the United States as the real Cuban article delivered direct to the consumer by mail or parcel post, duty paid, at inviting prices, with the result that the consumer would not only be deceived and misled by paying fancy prices for a cheap grade of cigars upon the strength of being "Cuban cigars," but you can readily see the injurious effect that such practice will have upon the American cigar industry, as well as upon the American farmers raising high-grade tobacco to compete with Cuban cigars.

"'The proposed provision is, indeed, indefensible. There can be no excuse for our Government placing its postal and parcel post machinery at the disposal of manufacturers in foreign countries to come here and compete with our own industries.'

"Under this provision, Mr. President, a Cuban dealer in cigars may send to this country a single box of cigars to any purchaser in the United States. It comes to the purchaser through parcel post through the collector of customs at the city or the district to which the cigars are shipped."

Secretary Dushkind was delighted last Friday when he received a telegram from Senator Fletcher, advising him of the rejection of the proposed amendment by the Senate. Mr. Dushkind said that while the proposed measure was so wrong and indefensible on the face of it so that there should have been no difficulty in defeating it, he was nevertheless fearful about the measure, because both the Secretary of the Treasury and the Postmaster-General were behind it, making every effort to have it passed.

Extension for Terry & Duncan Receivership

An extension of thirty days has been allowed Joseph Mellors, of the Drexel Building, referee in bankruptcy for Terry & Duncan. Several parties have considered buying the business, but as yet no definite announcement has been made as to the probable purchaser.

Rise of Price of Tobacco in England

The English manufacturer's position for the future is precarious, says "Tobacco" (London) All tobaccos used for manufacturing purposes in England have advanced in price, which means that no manufacturer can replace any of the leaf that he is using today at the same price. The increases vary from 20 per cent. to 200 per cent.

A. H. Gregg, vice-president of G. W. Faber, Inc., has gone to Chicago to take charge of the sales organization pending the appointment of a successor to H. E. Coe, who has recently become connected with the Tobacco Products Corporation.

About Town Gossip

BY BERT

Ernest Berger, of Balbin Brothers, was a recent visitor in Philadelphia.

D. Harry Moulsdale has left town for Buffalo, from whence he will make a three-hundred-mile auto. trip with Messrs. Snyder & Mathias.

Dan Horn, at present with the cigar department of the Adelphia Hotel, will sever his connections there on the 15th and join the forces of Yahn & McDonnell.

T. W. Hall, representing the Juan F. Portuondo lines is now on the Pacific Coast, where he is giving a good account of himself.

George Becker, of Arguelles, Lopez & Brother, came to town the other day and landed some nice orders for the "Tadema" cigar.

Herbert Coe, who has recently assumed an important position with the Tobacco Products Corporation, was a recent visitor.

Harry Hilbronner, of Hilbronner & Jacobs, has left town for a trip to the Pacific Coast. The tour will take about eight weeks.

J. B. Ennis, of the Cien Porciento Company, boosted business on the "Centrosa" brand during his recent visit here.

Ben Strauss, of A. Santaella y Ca., was a recent visitor who called on the trade. "Optimo" cigars have received favorable attention from Philadelphia smokers.

Sol Gans, of Max Gans & Sons, the Water Street leaf dealers, is at present away on a short trip to the Tampa markets.

Sidney J. Freeman was in Philadelphia Saturday, en route to Baltimore and Washington. As usual he did some nice business with his "Magellanes" and other Flor de Intal factory brands.

Foehl's drug store, at Fifty-fourth and Baltimore Avenue, has an attractive window display on the "Hoffman House" brand. The stand has one of the largest assortments of cigars in that section.

Harry Adams, representing the Cameron Tobacco Company, stopped off in Philadelphia recently, en route to the factory at Richmond. Mr. Adams found "Eutopia" smoking mixture taking well with the consumer.

Max Schwarz, representing the United Map Company, has been calling on the jobbing and retail trade in this city with an attractive proposition in connection with cigar sales.

The Peermont Cigar Company, at 1105 Market Street, is featuring the "Mi Selecto" and "Generalidad" brands. The former at three for a quarter and the latter at ten cents straight.

Ben Wasserman, of New York, was in town on Wednesday. He brought some friends over to view the exhibit of Henry Clay and Bock & Company brands at the Bellevue-Stratford.

Venturo Blanco, the cigar manufacturer on Arch Street, above Fourth, has broken ground at Fifth and Arch for a new building, into which he will move his present factory, on completion.

The newspaper advertisements on "Harmony" have not been without results, judging from the comments of dealers who seem to feel that the brand has certainly attracted a lot of attention in a short time.

H. B. Grauley, Sixth and Chestnut Streets, is displaying the "Selwyn" brand. A special offer is being made on this five-cent-straight cigar, it being sold at present six for a quarter.

Fixtures and equipment are being installed in the new store to be occupied by Duncan & Moorhead, at 722 Chestnut Street. The firm expects to occupy these quarters on or about the 15th of this month.

"Girard" cigars are going bigger than ever in this town, and the factory reports a general improvement in sales in all sections. A retailer who ought to be a good judge of sales says it is the biggest selling cigar of its character and quality in the Quaker City.

Sterner's cigar store, in the Lincoln Building, Broad Street and South Penn Square, has one of the most attractive assortments of pipes in the central section. The demand is largely for the more expensive ones, and the store has a large and varied stock of these.

"El Yutan" is a ten-cent brand with a heavy call, according to Dusel, Goodloe & Company. The "Pennsy" cigar, a nickel seller, is going bigger than ever before and the firm is unable to secure shipments fast enough to meet the demand.

The Fifth and Chestnut Street store of M. J. Dalton & Company is featuring the "Mozart" cigar, which, by the way, is going big wherever introduced. No exception is found here, and the smokers of better grade brands are showing a decided liking for "Mozarts."

Forman's is a new cigar store recently opened on Catharine Street, at the corner of Alden, above Fifty-seventh seventh. While the stock is not a big one it is observed that "Cinco," "Bold," "Havana Ribbon" and "Philadelphia Hand-Made" are among the nickel brands displayed while the "Girard" cigar is the ten-cent leader.

B. F. Alexander, United States representative of Fernandez y Garcia, of Havana, spent the last ten days down at Hampton Roads looking after his big trade with Uncle Sam's naval officers and the fleet in general. Mr. Alexander has specialized on the naval business and his results have seemed to fully warrant his careful attention to this end of the business.

San Francisco

Hyman and Albert Marx File New Partnership Petition—H. L. Judell & Company to Carry "Savarona" Brand—Milton Heinemann in the City

San Francisco, September 6, 1916.

THE settling of the railroad trouble without the anticipated big strike has attracted a lot more attention recently than the political campaign, or even the European War. Out in this section nobody was looking for trouble on the railroads. The scarcity of ocean transportation and the consequent high freight rates have given local houses a decided appreciation of the needs of some sort of transportation; and a decided relief is manifest now that the strike danger is over. Locally, a few minor labor troubles continue to agitate the community; but, on the whole, the outlook is rather cheering. General business is coming along nicely for fall; and while the cigar men are by no means swamped with orders, they are doing fairly well.

Several rather important agency changes are to be noted, and one or two others are yet to come. The "La Prueba" Manila line, manufactured by the La Prueba Cigar Factory, of Manila, which was for a number of years carried in this territory by the Edward Wolf Company and which has recently been jobbed locally by the factory branch at Front and California Streets, has now been placed with the M. Blaskower Company, one of the old-time retail and jobbing houses of this city. Kurt Hosaeus, of the "La Prueba" factory, who looks after the American business of the company and who has also for some time attended to the San Francisco distribution, will not hereafter carry stock, but will maintain offices in San Francisco, and devote more attention to the Eastern end of the "La Prueba" business. Solly Siebenhauer, who has been assisting Mr. Hosaeus, will retire from the trade after having had a longer continuous service in the wholesale cigar business of the Coast than any other man.

The old firm of Marx Brothers, wholesale and retail cigar men, has been dissolved; and Hyman and Albert Marx have filed new articles of partnership and will continue the business.

Plans for the liquidation of the old firm of Charles Mattheas & Company have left several good lines without agencies for distribution in this territory, and a good deal of interest is manifested in the placing of these. One of them, the "Savarona" brand of the Cayey-Caguas Company, has already found a place with H. L. Judell & Company, who will hereafter carry the "Savarona" in stock.

I. Danziger, a well-known manufacturers' representative of this city, left for the northern end of the Coast last week with the samples of his "La Yebana" Manila brand and his other lines. He will be away for several weeks, and will cover the important points in Oregon and Washington.

E. Schmidt has succeeded to the business of Zumwalt & Schmidt, at Willows, Cal. Mr. Schmidt will continue both the retail cigar business and the billiard parlor as before.

A novelty in San Francisco will be "Cigarette Day," a day set aside by the San Francisco Association for the Blind for the selling of a half million "Imperialles" cigarettes, recently donated to that organization by the John Bollman Company, makers of the "Imperialles" brand. The cigarettes will be sold throughout San Francisco by three hundred women and girls, on September 14th, the proceeds being turned over to the association for charitable purposes.

B. Hersch, formerly located at 1363 Fillmore Street, has bought out the Spiegel cigar store at the corner of Van Ness Avenue and Sutter Street. He reports a good start in his new location.

Milton Heineman, of the house of Heineman Brothers, Baltimore, came up from the South a few days ago to take a look at the San Francisco situation.

Louis Erdt, Pacific Coast representative of the Tobacco Products Company, is back at his San Francisco headquarters after a long trip through the Pacific Northwest. His newest pet is the "Arcadia" cigarette.

E. Sadlis, traveling for Glasser Brothers, San Francisco jobbers, is now in the San Joaquin Valley on a short trip. He will go as far as Bakersfield in the oil mining district.

With only four business days in the week, several of the local cigar men are taking advantage of the situation to do a little extra in the way of vacations. Several are in the country; and a few have gone to Sacramento, where the California State Fair is now in full swing. Messrs. Loverich and Dannenbaum, of the S. Bachman & Company force and Kenneth Baillie, factory representative of the "John Ruskin" brand, are among those who are enjoying themselves at Sacramento. Aside from pleasure, they are also bent on boosting the S. Bachman & Company brands at the Fair.

Advices from Seattle, Wash., are to the effect that the wholesale house of Dwyer & Company has been dissolved.

Vanderwater & Noonan have succeeded to the retail cigar business of G. H. Grefe, at Los Angeles.

Charles Apple, a retailer of 46 Third Street, has sold out his business to Rothschild & White. Mr. Rothschild, of the new firm, was formerly with H. Bloom, a sub-jobber of Twenty-ninth and Mission Streets; and Mr. White a newspaper distributor, who will merge the latter business into the cigar business.

Samuel Friedmann, a wholesale and retail cigar man of San Bernardino, Cal., died at his home in that city a few days ago.

E. C. Hull, western man for Theobald & Oppenheimer, is in San Francisco this week after a long absence in the Pacific Northwest and in Idaho and Montana.

Charles Knubel, factory representative in this territory for Salvador Rodrigues' "Charles the Great" Brand, is in town again after a short visit to his San Joaquin Valley ranch. Mr. Knubel recently made a visit to Los Angeles and other points in Southern California, where he found things mending satisfactorily.

Joseph Arbuckle, traveling representative of the Bondy & Lederer factory, is calling on the San Francisco trade this week.

Cincinnati Factory Planned for La Azora Cigar Company

The Goldberg Brothers, proprietors of the La Azora Cigar Company, of Detroit, are said to be planning a big factory in Cincinnati, O., in order to care for the heavy orders for their goods. Shipments have been delayed and a shortage of goods developed, by the recent strike in Detroit. This firm was one time in Kalamazoo, Mich., and left that city following a disagreement with the union.

Benito Rovira & Company report excellent business on their "La Confesion" cigar in the west. Denver, Kansas City and San Francisco are among the cities with a heavy demand for the brand.

A Fine Display of "Reynaldo" Cigars

This display of "Reynaldo" cigars recently appeared in the Ledger Central, at Broad and Chestnut Streets, and evoked much enthusiasm among smokers. At the same time a display on the same brand appeared in the Widener Building store of Yahn & McDonnell, just across the street. Luckett, Luchs & Lipscomb are the manufacturers of this big selling cigar.

C. J. Michaels Locates in Philadelphia

C. J. Michaels, who is in charge of "Rameses" cigarette sales, has opened headquarters in Philadelphia, at the Stephano Brothers' address, on Walnut Street. By coming here Mr. Michaels will be able to keep in closer touch with the factory and with the sales staff as well. Mr. Michaels spent several years on the Pacific Coast.

Robbers Pay a Visit to Narrigan's Smoke Shop

While H. D. Narrigan, the tobacconist of 118 North Sixth Street, was enjoying Labor Day afternoon as a vacation, robbers paid a visit to his store and loaded about $400 worth of goods on a wagon and drove away. One lock on the door was cut off and evidence tended to show that a key had been fitted in the other lock to open the door.

Charles S. Vander Porten

Charles S. Vander Porten, a cigar manufacturer of 91 Ralph Avenue, Brooklyn, and a leading member of the Socialist party in that section, died recently of uraemic poisoning and complications, which followed a stroke of paralysis about a year ago. The deceased is survived by a widow, one daughter and one son.

Orrison Cigar Company to Move to Marion, Ohio

W. W. Wilson, president of the Orrison Cigar Company, which is to open a factory in the Jones factory building in Marion, O., announced that they would be ready for work about September 15th. The company manufactures stogies. About fifty hands will be employed at first, but it is hoped to increase this number to more than one hundred.

New York Man Patents Method for Curing Tobacco

THE following specification of Letters Patent No. 1,194,351 has recently been granted to George Hillard Benjamin, a New York industrial engineer and patent agent, and is descriptive of a "Method of Dehydrating and Curing Tobacco."

Mr. Hillard states that the method set forth in the patent has been fully tested out, and with entire success.

The method, briefly stated, consists in taking the tobacco from the field, introducing it into a dehydrating apparatus, and subjecting it to the method described for a period of approximately six days, after which the tobacco is removed and is ready for the secondary sweat. By regulating the temperature and humidity, the color of the leaf can be fixed, as desired, light, medium or dark. Further, the stretching characteristics can be determined. This tobacco can be cured for use as a wrapper, filler, or for pipe purposes. The method is adapted for all types of tobacco.

The experiments have been continued now for over two seasons. In no instance has there been any loss of material, and the product is much superior to barn or flue dried tobacco.

Regarding the method, Mr. Benjamin sets forth the following:

"My improved method has for its objects: first, to remove the major portion of the normally contained moisture, and second, to develop the color and aromatic properties of the tobacco.

"To carry my invention into effect, I proceed in the following manner: The tobacco leaves as taken from the fields, are suspended in any suitable dehydrating or curing apparatus and therein subjected to the action of large volumes of heated air of definite temperature and humidity, until a certain proportion of the normal water contents of the tobacco has been removed, or otherwise, until the tobacco shows a change of color; then to the action of large volumes of air of relatively higher temperature and lower humidity, until a further proportion of water has been removed; then withdrawing the tobacco from the dehydrating apparatus, packing and treating it in the usual manner to set up fermentation to effect curing.

"In practice I prefer to subject the tobacco to the action of moving air currents of large volume, heated to approximately 75 degrees Fahrenheit and having a humidity of approximately 85 per cent. The action of the air currents should be maintained for anywhere from three to five days, depending somewhat upon the nature of the tobacco treated.

"Tobacco, as is well known, varies as to the character of the leaf, that is, its texture, amount of water, nicotin, essential oils, acids, etc. With leaves of coarse texture (which, to use a trade term, sweat easily), the duration of the treatment will be somewhat less than will be the case with leaves of finer texture. The treatment as above described, should be continued until the leaves have a distinctly yellow color. After the treatment as above described has been continued for the required time, the temperature is raised to approximately 100 degrees Fahrenheit, and the humidity lowered to between 70 per cent. and 75 per cent., and the treatment continued until all of the original water contents of the tobacco is removed with the exception of approximately 20 per cent., which amount is found to be that necessary to co-act with the enzym present to set up the fermentation required in the curing of the tobacco, or otherwise, until the stems of the tobacco become brittle. The action of the air currents should be maintained for anywhere from three to five days, depending, as before stated, upon the nature of the tobacco treated.

"It will be observed from the above description, that the method, so far as described, consists essentially in first subjecting the tobacco to a comparatively low temperature with high humidity, and then to a higher temperature with lower humidity. In practice it has been demonstrated that by using a low temperature with high humidity, the original extraction of moisture is slow, whereas in the subsequent treatment, by using a higher temperature with lower humidity, the extraction of the moisture is comparatively rapid.

"In the treatment of various grades of tobacco, it is sometimes necessary to repeat the steps before the final extraction is completed. That is, the tobacco is first subjected to a low temperature with high humidity, then to a high temperature with low humidity; then to a low temperature with high humidity followed by a high temperature with low humidity.

"In this application I have described the time of continuation of the temperatures and humidity as approximately three days for each treatment, but with different grades of tobacco the time may be shortened or lengthened. Further, the temperatures and humidity may be somewhat varied. In every case the temperatures should be such as not to produce coagulation of albumin in the tobacco plant, or any chemical change in the structure of the plant, or destroy the enzym present.

"In my prior application, Serial No. 854,598, above mentioned, I have generally described the treatment of vegetable substances with air currents of various temperatures with various percentages of moisture, and have pointed out in such application that my intention was to produce exosmotic effects upon the material treated by the action of air currents of various degrees of temperature and moisture, thereby effecting the extraction of the required percentage of moisture without in any wise altering the chemical characteristics of the body acted on or affecting its physical structure.

Having thus described my invention, I claim:

"1. The method of treating tobacco which consists in subjecting it for a sufficient time primarily to the action of air currents of low temperature and high humidity, continuing the treatment until the tobacco becomes yellow, and then subjecting it for a sufficient time to the action of air currents of higher temperature and lower humidity.

"2. The method of treating tobacco which consists in subjecting it for a sufficient time primarily to the action of air currents heated to approximately 75 degrees Fahrenheit and having a humidity of 85 per cent., continuing the action of the air currents for a definite time until the tobacco becomes yellow, and secondarily to the action of air currents having a temperature of 100 degrees and a humidity of from 70 per cent. to 75 per cent.

"3. The method of treating tobacco which consists in subjecting it for a sufficient time to the action of successively applied moving bodies of air, one body having a temperature of 75 degrees Fahrenheit and a humidity of 85 per cent., and the other a temperature of 100 degrees Fahrenheit and a humidity of between 70 per cent. and 75 per cent.

"4. The method of treating tobacco, which consists in first subjecting it to the action of air currents having a temperature of 75 degrees Fahrenheit and a humidity of 85 per cent., continuing the action for approximately three days, or until the tobacco shows a change of color, then subjecting it to the action of air currents having a temperature of 100 degrees Fahrenheit and a humidity of from 70 per cent. to 75 per cent., and continuing the temperature and humidity for approximately three days, or until the required amount of the original moisture content has been removed and the stems become brittle.

"5. The method of treating tobacco, which consists in first subjecting it to the action of air currents having a temperature of 75 degrees Fahrenheit, and a humidity of 85 per cent., continuing the action for approximately three days, or until the tobacco shows a change of color, then subjecting it to the action of air currents having a temperature of 100 degrees Fahrenheit and a humidity of from 70 per cent. to 75 per cent and continuing the temperature and humidity for approximately three days, or until approximately 80 per cent. of the original moisture content has been removed, then removing the tobacco out of the action of the air currents, packing it, and setting up fermentation to effect final curing.

Consumption Tax on Tobacco in Hongkong

The Hongkong Legislative Council has passed a bill providing for the taxation of tobacco consumed in the colony, the ordinance taking effect July 13, 1916. This tax is the second one placed on goods entering the colony of Hongkong since its cession to Great Britain in 1842, the tax on wines and spirits having been established in 1911 and increased about 20 per cent. in March, 1916. The tax on tobacco is instituted to provide revenue to meet the extraordinary war expenses.

The clause in this ordinance that is of special importance to American exporters of raw tobacco to Kongkong for the manufacture of Chinese cigarettes provides that such tobacco shall be liable to duty at the rate at which it would have been liable if it had been imported originally in its manufactured state. It is understood, however, that the duty will be levied on the manufactured article rather than on the tobacco in its raw state.

The following duties are provided for in the ordinance, the amounts in parentheses representing American gold, the conversion being based on the demand buying rate of 48¼ cents to the Hongkong dollar:

(a) Cigars valued at not less than $2.20 ($1.06) per pound, and snuff of whatever value, per pound, $1.50 ($0.72).

(b) Cigars valued at less than $2.20 ($1.06) per pound but not less than ($0.77) per pound, $0.70 ($0.34).

(c) Tobacco and cigarettes valued at not less than $1.60 ($0.77) per pound, and Egyptian, Russian and Turkish cigarettes of whatever value, per pound, $0.70 ($0.34).

(d) Chinese, Indian and Javanese tobacco, other than cigars and cigarettes, valued at not less than $25 ($12.06) per picul of 133 1-3 pounds, $10 ($4.83) per picul.

(e) Chinese, Indian and Javanese tobacco, other than cigars and cigarettes, valued at less than $25 ($12.06) per picul, $6 ($2.89) per picul.

(f) Tobacco, cigars and cigarettes of any other kind not herein otherwise provided for, per pound, $0.30 ($0.14).

—"Commerce Reports."

Yocum Brothers, cigar manufacturers of Reading, Pa., have recently opened a cigar factory in the Stork Building, at Adamstown, Pa. Charles K. Stork is foreman of the branch factory.

HEARTY CONGRATULATIONS, MR. BULLOCK!

Friday, the 15th, marks the completion of thirty years of service on the part of William R. Bullock with the cigar department of Mitchell, Fletcher & Company. The entire period has been spent at the Twelfth and Chestnut Streets store. "El Ecuador," a private brand of the firm, also marks its thirtieth year on the market at this time.

Mr. Bullock is probably one of the best known, as well as one of the most popular, cigar men in town. He has a wide acquaintanceship among smokers and is a Mason of high degree. The "Tobacco World" joins with other members of the trade in extending their hearty congratulations to Mr. Bullock.

Tobacco Crop of Dominican Republic

Practically all the 1916 tobacco crop has now been gathered, and the greater part of it has been brought to the towns for sale. While there are no exact figures available, it is evident that this year's yield will be over 200,000 seroons (1 seroon = 115 pounds) or about three times that of last year. Due to lack of shipping facilities, not more than 30,000 seroons have been exported up to the present, nearly all of which have been shipped to the Netherlands in chartered vessels at a freight rate of about $5 per seroon. Fortunately for the growers and merchants this large crop has been coincident with the highest prices known for years. Conditions in Europe, and competition among buyers, have been responsible for this. The country people have received in some cases $9 per seroon. Although prices now show a tendency to ease off from the above figures, they are still highly satisfactory in comparison with former years when growers have often had to sell for $2 and $3 per seroon.

The results being obtained from this year's tobacco crop can not fail to bring prosperity to a large part of this district, especially the regions commercially dependent upon the towns of Santiago, Moca, and La Vega.—**"Commerce Reports."**

Knickerbocker's Broadway Jottings

Sidney J. Freeman has left for his Ohio and Southern trip. He expects to be gone about three weeks.

J. M. Gans, of Gans Brothers, has left the city on his regular fall trip through the Middle West and West.

One of the windows of Benson & Hedges, on Fifth Avenue, contains a display of fine humidors.

W. W. Rosebro, representing M. Bustillo & Company, has left for a trip through the South and Southwest.

S. Monday & Sons are building a four-story addition to their Brooklyn factory.

F. E. Fonseca has gone to Havana to look over the leaf situation there.

F. C. Niles, of Kansas City, a member of the firm of Niles & Moser, was in the city the first of the month.

Matthew W. Berriman has left for the South to attend to business.

W. G. Alces, representing Simon Batt & Company, left town after Labor Day for a long trip.

Following a short Western trip, John W. Merriam is again at his offices in Spring Street.

George Becker, representing Arguelles, Lopez & Brother, has gone to New England to conduct a campaign on the "Tadema" brand.

E. J. Stachelberg, widely known as an expert on tobacco leaf, left on the 5th for Tampa, en route to Havana, where he has established himself in the leaf business.

C. W. Boom, of the Cien Porciento Company, enjoyed a portion of Labor Day on his motor boat, which he has christened the "Centrosa."

Sidney Goldberg, of Simon Batt & Company, has left headquarters for a western trip, which will take him to the Pacific Coast.

The Creme de Corona size of "Charles the Great" cigars has a steady call with discriminating smokers at the clubs and hotels.

Harry A. Levy, representing Lincoln & Ulmer, manufacturers of the "Rodena" brand, has left for a trip through the South.

J. O. Sachs, successor to Grausam & Sachs, manufacturers of fine humidors, has moved their offices to the Furniture Exchange in the New Grand Central Palace.

Harry F. Adams, representing the Cameron Tobacco Company, stopped off in New York recently, en route to the factory at Richmond, Va.

Vacations are ending in Water Street, and among those who have recently returned to their offices are John H. Duys, Benno Rosenwald and S. H. Bijur.

Julius Klorfein was a recent visitor to the Connecticut tobacco fields. He reports favorably on the quality of the shade-grown leaf.

G. R. Wilson, genial advertising manager of W. C. Demuth & Company, spent a portion of Labor Day en route from Binghamton, N. Y.

The Christmas packings of the Waldorf-Astoria Cigar Company are now on exhibition in the Waldorf-Astoria Hotel.

Asa Lemlein, sales manager of E. H. Gato Cigar Company, is again at his desk following a vacation spent at Asbury Park, N. J.

T. C. Gales, a director of Henry Clay and Bock & Company, has returned to New York, following a trip to Boston, where the firm's brands have been exhibited prior to visiting Philadelphia.

Max Mendelsohn, of the Mendelsohn Cigar Company, manufacturers of "El Symphonie," "Rigoletto" and "Decision" cigars, recently paid a visit to the New York office. He has since returned to Cleveland.

Herbert W. Coe, formerly with G. W. Faber & Company, has assumed a position with the Tobacco Products Company. Mr. Coe is a brother of S. P. Coe, manager of the cigar department of Acker, Merrall & Condit.

E. M. Freeman, of Sidney J. Freeman & Sons, left on Monday last for a trip through the Hudson River towns, Vermont and New Hampshire. He expects to be gone about two weeks.

At the headquarters of Liggett & Myers Tobacco Company there is a well-founded suspicion that "Harmony" smoking tobacco, which is being extensively advertised, is making a hit.

A. V. Jockel, vice-president of the Ruy Lopez Company, states that the outlook for the season is most encouraging. Orders on hand indicate that it will set a new record for the factory.

Fire recently destroyed six large sheds of the American Sumatra Tobacco Company at Simsbury, Conn. The sheds were filled with tobacco and the loss has been estimated at $50,000.

The Philippine Company, represented in this country by Bowring & Company, expects the arrival, in the United States, of 2,250,000 cigars about October 1st. This shipment will be welcome, as the factories are oversold.

The Pasbach Voice Lithograph Company is enjoying an increasing business. One of the hustlers for the company is Harry Prochaska.

The good news of "Partagas" cigars is now being distributed across the continent as Robert E. Lane makes his way toward the Pacific with the new sizes and shapes that he brought from the Havana factory.

N. R. Humler Joins Merriam Staff

JOHN W. MERRIAM has secured an addition to his sales force in the person of Nolan R. Humler, a son of Bert Humler, of Humler & Nolan, well-known tobacconists, of Louisville, Ky. The young man, who has reached the ripe age of twenty-two years, will cover the Ohio Valley for John W. Merriam & Company, and if his past record is any criterion there will be no question about the manner in which that section will be covered. Mr. Humler has been employed by the American Tobacco Company in the same territory, for the past four years.

Mr. Merriam has also secured the "La Sonia" brand which, until the discontinuance of the factory a few weeks ago, was made by J. A. Lancaster & Company, of Louisville, Ky. This cigar had a good demand in that section, but under the leadership of John Merriam its reputation will, no doubt, grow and its popularity spread.

Schulte Company Secures Prominent Times Square Corner

Following a series of important transactions in which the Schulte Cigar Company have leased, in New York City and Brooklyn, a number of prominent corner properties for branch establishments of its business, announcement is made that the most recent acquisition to the Schulte chain stores is in the Times Square district, covering a large portion of the ground floor at the northwest corner of Broadway and Forty-third Street, owned by the Estate of John Jacob Astor, and now occupied as Shanley's Cafe. The lease is for a long term of years and upon completion of extensive alterations and improvements the Schulte Company will occupy the premises as its central mid-town branch and the installation of equipment and fixtures for the Schulte Company will be most elaborate, as it is contemplated to have the leased premises as a show-place of the Schulte stores system.

R. E. Lane En Route to Pacific Coast

Robert E. Lane and his big array of holiday samples of Partagas clear Havana beauties were reported as cleaning up in Chicago during the past week. His office states that Mr. Lane has not failed to get them good in every city he has thus far visited, and if he keeps on, by the time he reaches the Coast all records will have fallen before him.

Such of the new goods that we have seen are even a wee bit finer than anything that has come out of the Partagas factory in years, and that is saying a lot.

David Straus Makes Assignment

David Straus, sole surviving member of Gwynn, Straus & Company, cigar manufacturers, with offices at 683 Broadway, has made an assignment to Joseph Kohler. The firm has been in existence about fifteen years.

Porto Rican Cigars Coming Back

PRESIDENT F. R. HOISINGTON, of the Cayey-Caguos Tobacco Company, which concern has aided so materially in popularizing high-class Porto Rico cigars through their "Savarona" and other brands, is particularly optimistic as to the present outlook in their business.

He says that for the first time in three years the exports from Porto Rico showed an improvement during the past fiscal year, and that his concern has added some astonishingly good accounts during the past thirty days. Big orders from new sources are recorded from the Pacific Slope, Chicago, the Southern States, and all through the Eastern and New York territories. With orders running around half a million a week, it can easily be seen where the Cayey-Caguas Company will need their branch factory which is to be opened shortly in New York City to take care of certain brands.

Mr. Jockel Takes a Belated Vacation

A. V. Jockel, of Ruy-Lopez, has been promising himself a regular vacation for fifteen years past, and he now reports that the deed has been done, and the result was worth waiting for. Starting from New York on August 26th he drove his own car up through the Catskills, Green Mountains, and the lake regions, a distance of over one thousand miles, and when he returned to New York on September 7th he was as fit as the proverbial fiddle.

Mr. Jockel leaves on September 16th for a three week's trip over the Southern territory, which will take him as far as San Antonio, Texas. Business, he says, is way ahead of last year, with good orders coming in daily.

Park & Tilford Featuring Imported Bances

Since taking exclusive distribution of the new imported brand of Havana cigars, La Flor de J. A. Bances, some two months ago, Park & Tilford have met with an instantaneous success, and they are now showing these exceptional goods in some thirty sizes.

During the past few days they have received from Havana the holiday samples on these goods and the whole line is now one of the most interesting of the many lots of fine goods in which this house specializes.

Great Connecticut Crop for A. S. T. Company

Julius Lichtenstein, of the American Sumatra Tobacco Company, is highly elated over the present crop of Connecticut shade-grown wrappers, which will be harvested in a few weeks. He says that never in the history of the industry in the United States has the soil given the trade the same quality of goods both as to looks and quality as that which will be known as the crop of 1916. Scientific methods of growing have demonstrated the wonderful results which can be obtained in producing shade-grown wrappers, and the vast popularity of the shade-grown wrapped cigars has proven many of this company's claims for their tobacco.

Leaf Tobacco Prices and Politics

Anyone who has ever given the matter any thought realizes that politics has absolutely nothing to do with the price of tobacco, but the claim was made quite frequently by some people last winter that the low price of tobacco was due to the fact that the Democrats were in charge of the government. Of course, the claim was absurd—and yet there were some who really believed this was the cause.

Actual figures, taken from the records of the local Tobacco Association, reveal some very interesting figures if they are carefully perused. The records sho wthat the lowest average the Winston-Salem market has ever made was in 1899, when the crop average was only $6.11. This was a lower average than any year during the so-called "Cleveland panic." The highest average ever made was in 1913-1914.

Going back for twenty-three years (as far as there are any records) we find tobacco averaging as follows under each national administration during that period of time:

	Aver. Price.
1893-1897—Cleveland, Democrat	$ 7.21
1897-1901—McKinley, Republican	7.26
1901-1909—Roosevelt, Republican	8.61
1909-1913—Taft, Republican	10.92
1913-1916—Wilson, Democrat	11.73

It will be seen from these figures that, if politics really does "cut any figure" in the price of tobacco, the present incumbent, Mr. Wilson, has made the best record of any president in the past quarter of a century. Only three crops of tobacco have been sold under the Wilson administration and the chances are now that this, his fourth year, will find tobacco selling higher than his three years' average, thus making his showing even more creditable.—Winston-Salem "Sentinel."

Germany Declares New Tobacco Embargo

The Department of State has received a cablegram from the American Ambassador at Berlin, Germany, which states that the German Government has prohibited, until further notice, the importation into Germany of tobacco, tobacco products, not including Oriental and similar tobacco. Exceptions to this prohibition are permissible for consignments which were shipped to Germany from abroad by mail or rail prior to August 7th or to oversea shipments, purchased by firms residing in Germany, which arrived in Europe before August 7th.

In the latter case an appropriate certificate is required from the German consul at the place from which the tobacco was shipped.

Secretary Lansing has made public the text of a cable dispatch received from James W. Gerard, the American Ambassador at Berlin, sent under date of August 28th and just received, giving information about an embargo just established by the German Government against the further importation of tobacco into that country. The embargo has been established to prevent the importation of most tobacco and tobacco products into Germany on the theory, it is argued, that tobacco is a luxury with which the German people can dispense.

According to Ambassador Gerard's dispatch, however, the prohibition against the importation of tobacco is not to apply to Oriental tobacco, and it is assumed that this is intended to permit Turkish tobacco to continue to find its way into Germany.

The Fleck Cigar Company, of Reading, manufacturers of the "Rose-O-Cuba" brand, reports that it is oversold despite every effort to meet the heavy demand for these cigars.

Deaths in the Trade

Joseph Stamper

Joseph Stamper, one of the oldest merchants on Broadway, Brooklyn, died recently of diabetes, in the Bensonhurst Sanitarium, aged seventy-eight years. The deceased was born in Germany, and settled in Williamsburg fifty-seven years ago. For many years he was a manufacturer of a brand of cigars sold all over Brooklyn. Mr. Stamper is survived by five daughters.

Thomas Charak

Thomas Charak, well known in the cigar and tobacco trade in Greater Boston, died recently at his home in Cambridge, Mass. He had been in poor health for several years, but was able to attend to business until about six months ago.

Mr. Charak was born in Odessa, Russia, forty-eight years ago. Twenty-three years ago he came to this country and after learning the tobacco business opened a small store in Cambridge in 1898. Later he opened branch stores in Somerville and Boston, and also became interested in a cigar factory in Boston. Prior to his death he disposed of all his interests except the Cambridge store.

The deceased was a member of the Cambridge Lodge of Elks and the Putnam Lodge of Masons. A widow and three sons survive.

Fred G. Schwartz

Fred G. Schwartz, for twenty-seven years a retail tobacconist in Adrian, Mich., died recently as a result of paralysis, with which he was stricken about a year ago. He was active in politics, but never as a candidate. He had a reputation of never receiving pay for his work, or seeking office. A widow and three daughters survive. The deceased was fifty-seven years old.

Eleven Stores in Eleven Years is G. H. Martin's Record

George H. Martin, the popular proprietor of cigar stores in Davenport, Moline and Rock Island, who has been in business eleven years, has just opened his eleventh store at Second Avenue and Nineteenth Street, Rock Island, Ill. The new store is one of the finest of the chain, which means much, as all of the Martin stores have high grade equipment. Courtesy and service to all customers have paid good dividends to the Martin chain. They pay dividends in any business for that matter, but not every man in business believes it.

Elisardo Perez

Elisardo Perez, a cigar manufacturer of 315 Beverly Road, Brooklyn, died recently in the Swedish Hospital in that Borough. The deceased was fifty years old. He is survived by a widow, three sons and three daughters.

Charles E. Buck

Charles E. Buck, a well-known cigar manufacturer of Utica, N. Y., died recently at his home in that city, following an illness of three years.

Mr. Buck was born in Worthington, Mass., in 1856. In 1900 he moved to Utica and became employed as a traveling representative. At one time he was connected with Martin Lutz, the cigar manufacturer. Later he began the manufacture of cigars himself, and after opening a factory, went on the road to sell them. About five years ago his health began to fail and he was compelled to discontinue the business.

The deceased is survived by one sister and one brother.

Tampa

Season Bids Fair to be Record-Breaker—Ernest Berger Away on Business Trip—Record Shipment Spoiled by Railroad Embargo

September 11, 1916.

THE Tampa factories, generally, are busier than for years. The Christmas orders are already on hand in quantities and the goods are being produced at record speed. No doubt this year will prove a record maker for Tampa cigars. The clear Havana manufacturers are experiencing a steady demand and those who are making shade-grown goods are equally busy.

Balbin Brothers are among those who find orders in plenty. Ernest Berger, of that firm, is out of town for a few days attending to some business matters that may give an added impetus to the output.

Jose Escalante has returned to the factory from Cuba, where he was a buyer in the leaf market.

Jorge Leon, of San Martin & Leon, came over from Havana recently and spent some time at the factory. After a short trip he will return to Cuba.

Jaime Pendas, of Moreda & Company, has returned from Havana, where he spent some days looking over leaf.

F. C. Lozano is back at the factory after a vacation. He is quite pleased with conditions, and found the addition to the factory in working order. Business is showing a steady increase with F. Lozano, Son & Company.

Angel L. Cuesta, Sr., has returned from his trip North and brought optimistic reports of conditions.

Frank Diaz, of V. Guerra, Diaz & Company, has returned from a business trip which took him to the New York office.

The defeat of the amendment to permit the importation of Havana cigars by parcel post was pleasing to the manufacturers here. Senator Duncan U. Fletcher received his share of praise for the work he did in behalf of the Tampa factories.

Francisco Arango has returned from Cuba where he made some large purchases of leaf. He had been on the Island for several weeks looking over the crop. He has since departed for the North to be gone some time.

One of the effects of the anticipated railroad strike was to bring in a lot of hurry orders. The factories worked to capacity to get goods en route before the embargo was applied by the railroads. As a result of the embargo there were quantities of orders held up. Had it not been for this the shipments for that week would have reached an amazing total.

Delfin Llaneza has returned to the factory from Havana, where he has been for a few days. The demand for the "Charles Comiskey" brand, which they produce, is very satisfactory.

Orders for the "Juan de Fuca" brand keep the hands busy at the factory of the Morgan Cigar Company. The distribution of this brand is growing amazingly, to the great satisfaction of the proprietors.

Perfecto.

Lubetsky Brothers to Open Branch in Ludington

Lubetsky Brothers, cigar manufacturers of Grand Rapids, Mich., have recently signed leases to open a branch factory in Ludington, Mich. Fifty girls will be put to work the first week, and in the near future it is expected that between one hundred and one hundred and fifty hands will be employed.

TOBACCO

By Dr. Frank Crane, in the "New York Globe."

Copyright, 1916, by Frank Crane.

THERE is a wicked man I meet every now and then. He is entirely reprehensible and very interesting. The other day he gave me his views on tobacco, which are quite shocking. I pass them on to you, that you may see how dreadful some men can be.

Tobacco, he said, has added much to the pleasure of human existence. Perhaps it is true, as some say who profess to know, that it has at the same time shortened it. If so, it has wrought a double blessing. I never understood why people want to live so long anyway.

The desire to keep on living after decrepitude has set in is little more than a bad habit. And if we are condemned to live long after our faculties have failed, surely our brightest lamp of consolation is tobacco.

When the joys of the flesh have deserted us, and we can no longer eat, drink, and dance, what is left for us save the calm satisfaction of the spirit? And tobacco is a dissipation of the mind. It is not an animal indulgence, but purely human. It excites no heats, kindles no lusts, is conducive to no manias.

No man comes rolling and beats his wife under the influence of tobacco. The spirit of the weed is opposed to violence. It is a peacemaker and fertile in meekness, and hence has title to the claim of being blessed.

And why is tobacco called a vice? Surely its influence on the mind is the very essence of virtue. It makes one mild, gentle, and indisposed to quarrel. Every man lays down his pipe when he begins to fight; and it is of primitive ritual, even from the veriest children of nature, the noble red men, to compound difficulties and come to compromise, smoothing out all the wrinkles of hostility, under the spell of "the pipe of peace."

How many a bitterness has gone up in blessed smoke! And therein how many an angry thought and poisonous grudge has vanished like an exhalation! How many a soul's wound has been healed by its balm! And yet the sin hunters must needs sharpen their arrows against so good a friend.

It is said tobacco is bad for the nerves, the stomach, the heart. Possibly. If one finds it so, let him give it up. Some there be who cannot eat pork, or sugar. They have our sympathy. But shall we close up all packing houses and salt down all sugar plantations for their sakes? We should treat the "weaker brethren" kindly, but should we let them rule the house?

Our nice opponents say tobacco stinks. To them, yes. But to me the frangipanni and jockey club on the lady's kerchief is disagreeable, and so is the smell of mutton on the table.

Tobacco, to those who like it, is just the sort of thing they like. De gustibus non disputandum. Let us go our separate ways in peace. Let those who like the air in stuffy meeting houses attend them. Let those who dislike the air of the smoking car go to the ladies' coach.

No. Tobacco is the friend of harmless dreams and quiet meditation, of harmony and peace, of forgiveness, of understanding, and of tolerance.

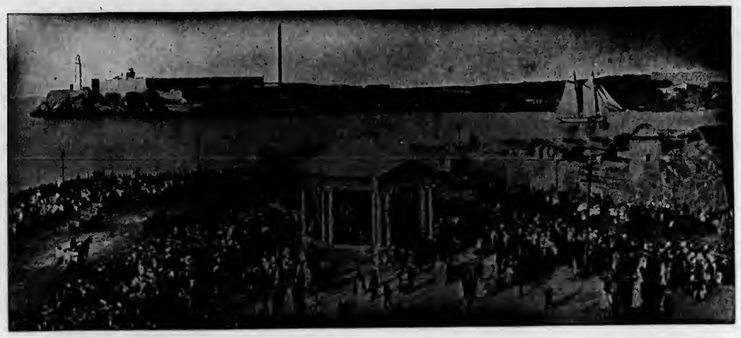
When I repeated this conversation to Miss Pringle of the Woman's National Purity Association, the veins in her temple swelled, and she exclaimed:

"The beast!"

"But," I returned, "you forget. No beast smokes."

To which she answered, "Oh! Oh! Oh!"

Than which there was no more to be said.



The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, September 9, 1916.

BUSINESS in the leaf market, during the second half of August has been even better than during the previous fortnight, as we have had quite a number of American buyers in town, who provided themselves with fairly large quantities of our leaf. Under more favorable circumstances, if we should have had a large crop and prices more reasonable, undoubtedly their purchases would have been larger, but taking everything into consideration our dealers have no reason to complain so far.

One clear Havana cigar manufacturer was complaining that business in their line was not as good as it had been formerly, and that the shade-grown Connecticut leaf had made great inroads into their trade. Whether this assertion is true in every respect, we do not know, although we have also heard that the Tampa manufacturers, who produce such cigars are doing a rushing business while the clear Havana cigar factories are not so well supplied with orders. It may be that our Havana wrappers have been to blame for this state of affairs in some years, when the burn was not of the best. But our large planters have woke up to the fact that something has to be done in order to assure us the same, always good, burning qualities of the Connecticut shade-grown leaf, and as our Association of Leaf Dealers, Packers and Growers of Tobacco of the Island of Cuba is actively at work to better the existing conditions, with the help of our intelligent Secretary of Agriculture, we have no doubt but that in future by applying the same scientific measures which are in existence in Connecticut, we shall have no further complaints in future on this account. When this stage has been reached then we shall undoubtedly regain our supremacy of producing the finest leaf in the world, as we have the soil and the climate, which nature has bestowed upon us as a gift, in preference over all other countries.

With all due respect to the matter of taste, as far as the individual smoker is concerned, we consider, however, the Sumatra wrapper superior to the Connecticut shade-grown one, and above all towers the good burning and tasting Vuelta Abajo and Partido wrappers. The cost of the latter is greater, and if there was no recognized merit in them, there would be no demand for them in the United States, and no high duties could be collected by Uncle Sam on the raw material, or on the finished product, in the shape of cigars. There will be always smokers of our legitimate Havana cigars, when imported into the United States, and there will be smokers of clear Havana cigars made in the United States, as well as some smokers, who may prefer even the less costly shade-grown wrapped cigars. There is room for everybody in this world to suit and follow his own taste according to his pocket or to his individual personal taste.

Our cigarette manufacturers have continued to purchase fairly liberally of Vuelta Abajo colas, and of the low grades of Remedios. The latter, if consisting of the common grades of loose leaves, are a trifle lower in price, as the local manufacturers have no competition on the part of the exporters to Europe, and as the Trust is momentarily not in the market, owing to the sickness of the head foreman of their cigarette factories. This may change, however, at any moment.

Sales during the ultimate two weeks totalled 14,800 bales, which divided, consisted of: Vuelta Abajo, 8346; Partido, 3069; and Remedios, 2665 bales.

Buyers were: Americans, 7019; exporters to Algiers, 230; to the Canary Islands, 31; to South America, 44; and our local manufacturers of cigars and cigarettes, 6386 bales.

Receipts of Leaf Tobacco from the Country

For two weeks ending Sept. 1, 1916.		Since Jan. 1, 1916.	
Vuelta Abajo	13,336 bales	95,917	bales
Semi Vuelta	2,280 "	11,048	"
Partido	5,000 "	15,372	"
Remedios	13,746 "	65,570	"
Oriente	841 "	5,612	"
Total	35,203 "	Total 193,519	"

Exports of leaf tobacco, from the port of Havana, during the past three weeks, ending September 5, 1916, totalled 18,351 bales, and which were distributed to the following countries, viz.: To all ports of the United States, 13,325; to Canada, 1086; to Spain, 2778; to the Netherlands, 187; to Algiers, 230; to the Canary Islands, 31; to the Argentine Republic, 561; to Uruguay, 140; and to Chile, 10 bales.

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Arthur Schwarz, of Max Schwarz; Sol Cane, of Cane Brothers; Manuel Rodriguez, of Manuel Rodriguez; Harry W. Nichols, of G. W. Nichols & Company; Ted Smith, of Hinsdale, Smith & Company; Richard Sichel, of B. Rosenblueth; Jose Menendez, of Jose Menendez; and Emilio Suarez, of Emilio Suarez.

From Chicago: Francisco Bolano, of F. Bolano & Company; Harry Landfield, of Landfield & Steele; Peter Wohl, of the Wohl-Comstock Company; and Fred Meyer, of John H. Meyer & Company.

From Tampa: Delfin Llaneza, of Delfin Llaneza.

From Key West: Antonio Artolozaga, of G. W. Nichols & Company.

From St. Paul, Minn.: D. Murphy and W. Holman, of Hart & Murphy.

From San Francisco: David Frankel, of Frankel, Gerdts & Company.

Departures—To New York: Arthur Schwarz, Sol Cane, Ted Smith and Harry W. Nichols.

To Tampa: Jaime Pendas, Leopoldo Bustillo, Jose Castro and Delfin Llaneza and Jose Escalante.

To Key West: Antonio Artolozaga.

To Chicago: Manuel Vega, Jacob Benner and Francisco Bolano.

Cigars.

Business has been about the same as previously noted, although there have arrived more holiday orders from the United States for future shipments, while on the other hand the English importers of our cigars have been sending fewer orders. Canada continues dull, and the demand from South America is not as active as during the month of July. Our manufacturers are keenly watching the progress of the parcel post amendment in Congress, and are wondering whether the great opposition on the part of the American importers of cigars, as well as the clear Havana cigar manufacturers in the United States will be powerful enough to kill this progressive move. If it should be enacted into a law it would benefit our small cigar manufacturers, who thereby would have a chance to bring their brands directly to the knowledge of the retailers, as well as to the consumers, and which at present is denied to them by the large importers, who are only pushing the few well known brands, which have a ready sale always. The small manufacturers cannot go to the heavy expenses of keeping an agent, or traveling salesmen to introduce their goods, and while they might make as good cigars, they are unknown to the public. The parcel post provision would remedy this to some extent, and they might have a chance to do some advertising with success. We remember when Manila cigars were first talked about to be admitted free of duty, that there was a great howl, how business would be killed for the low-priced domestic cigars. The same was said when Porto Rico cigars came in free of duty, and after all nothing of what was said took place. The consumption of cigars has kept pace with the tremendous increase in population, as well as with the general welfare all over the United States, therefore the few extra millions of cigars which our small manufacturers might be able to ship in a year will play no role to speak of, and cannot possibly hurt the pockets of the large importers, nor the clear Havana cigar manufacturers in the North, while it would alleviate the sad position of our small manufacturers eventually.

Romeo y Julieta, Partagas, H. Upmann, La Devesa de Murias, Por Larranaga, Sol, Hoyo de Monterrey, Punch, Belinda, and Ramon Allones are working under a good headway, with sufficient orders on hand for immediate shipment, as well as having been favored with fair holiday orders for later shipments.

Leaf Tobacco

The yearbook of the Union of Manufacturers of Cigars and Cigarettes of the Island of Cuba, which has just been published, has treated in a masterly manner the work done by the directors during the past year, and also contained some very interesting statistics about the crop of leaf tobacco and exports to the different countries, which were compiled by Ramon La Villa, a recognized authority in these matters, and who is the editor of the trade journal "El Tabaco." Some tables go back as far as the year 1900. The newly elected officers are: Ramon Arguelles, president; Eustaquio Alonso and Florentin Mantilla, vice-presidents; and Jose C. Beltrons, secretary.

Fred Davis, of Saml. I. Davis & Co., of New York, Tampa and Key West, is still here, actively at work to collect enough leaf for the ensuing year to provide sufficient raw material for their three factories.

Some of the important sellers were: Camejo La Paz, 1777 bales; Leon, Delgado & Company, 1389; Selgas & Company, 1182; Manuel A. Suarez & Company, 800; Jose C. Puente & Company, 735; Jose F. Rocha, 683; Muniz Hermanos, 658; Rodriguez, Menendez & Company, 525; I. Kaffenburgh & Sons, 200; and Jose Menendez, 739 bales, of all kinds of leaf tobacco.

Some of the important buyers were: Walter Sutter & Company, 1128 bales; Leslie Pantin, 931; Hinsdale, Smith & Company, 913; Wengler & Mandell, 781; additionally, Mark A. Pollock, 725; M. A. Gunst & Company, 477; H. Upmann & Company (for export), 214; Allones, Ltd., 240; and the Cuban Land and Leaf Tobacco Company, 2658 bales of leaf tobacco.

Shippers above 200 bales of leaf tobacco, from the port of Havana, during the last two weeks were: Virgilio Suarez, 1666 bales; Sobrinos de A. Gonzales, 1493 bales; Maximilian Stern, 1184 bales; Leslie Pantin, 927 bales; Menendez & Company, 732 bales; Walter Sutter & Co., 723 bales; Cuban Land and Leaf Tobacco Company, 682 bales; Ernest Ellinger & Company, 594 bales; J. Bernheim & Company, 516 bales; Manuel Suarez, 458 bales; I. Kaffenburgh & Sons, 394 bales; Jose Suarez & Company, 320 bales; M. A. Gunst & Company, 322 bales; Manuel A. Suarez & Company, 275 bales; Allones, Ltd., 240 bales; Sucesores de Juan Lopez, 230 bales.

Oretaniv.

Swiss Tobacco Company Formed

A corporation has been organized in Basel, Switzerland, under the name of The Tobacco Export Company of Basel, Switzerland, and Clarksville, Tennessee, with a paid-up capital of 1,000,000 francs ($193,000). The head offices are in Basel and a branch office is located in Clarksville. The capital has been provided by Swiss and Dutch subjects. The president and organizer of the corporation has for many years been an importer in Basel of American tobaccos. The purpose of the corporation is to buy direct and import Tennessee, Kentucky, Maryland and Virginia tobaccos of the heavy, black kind from which cheap cheroots (locally called stumpen) are made.

The smoking of these stumpen is very general among the industrial classes and frequently among the well-to-do.

For a long time the heavy sea-island tobaccos were imported by Germany, made into stumpen and distributed throughout Europe. This trade has gradually diminished while the trade in Kentucky and Tennessee tobaccos has augmented. This has been brought about largely by the superior quality of the American tobaccos, which are better grown and cured and do not reach the European market in the state of fermentation which so frequently happens to tobaccos imported from countries where there are no facilities for housing, curing, bulking and packing.

Sioux City Tobacco Company Foreclosed by Creditors

Sam Moscow, trading as the Sioux City Tobacco Company, 915 South Fourth Street, Sioux City, Ia., has been thrown into bankruptcy with the filing of a suit by three creditors, the Union Match Company, the Sterling Gum Company and Weisert Brothers' Tobacco Company. The Union Match Company claims an account of $2400; the Sterling Gum Company, $102; and Weisert Brothers, $30.22.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

MERCHANTS' TOBACCO COMPANY,
171 Clymer Street, Brooklyn, N. Y.

Merchants' Tobacco Company, buyers of cuttings, at 12½c. per pound; scraps, at 6c. per pound; siftings, at 2½c. per pound. Any quantity. Don't write, but ship promptly. Factory No. 68, First District, New York.

For Sale.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 175 Water Street, New York.

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

WANTED—By live business-gettting brokers, factories in the First Districts, making goods from $16 to $28 per M. Can assure good business. Address Box 131, care of "Tobacco World."

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

Situation Wanted.

POSITION WANTED—As superintendent or foreman, hand or suction work. Understand business thoroughly. Now employed with large concern. Want change. Best references. Address Box 133, care of "Tobacco World."

For Sale.

FOR SALE—Cigar store humidors, show cases, shoe store stand, and news rack. Cleveland Store Fixture Company, 4049 St. Clair Avenue, Cleveland, Ohio.

A REAL CHANCE FOR A WORKING FACTORY

FOR SALE—The owners of a long-established high-grade cigar factory in First District of Pennsylvania, making five-cent and ten-cent brands with wide distribution, are desirous of selling same, owing to pressure of other interests. Will make a big sacrifice to responsible parties with sufficient capital to take hold of proposition. $20,000 needed. Triflers will receive no attention. Address in confidence, Box 26, "Tobacco World," 236 Chestnut Street, Philadelphia, Pa.

WANTED

Second-hand or used Cigar Molds

We will buy for cash any quantity of second-hand or used cigar molds, Panetella shapes from 5 in. to 5½ in, Londres shapes, 4½ in. to 4¾ in.

We prefer the following: American Cigar Mold Company numbers, or any duplicate of these shapes, 55032, 55057, 47648 and 48148. Also the Miller, Dalbra & Peters Company, Durex No. 538047.

Write us about whatever you have, stating condition of molds and quantity.

ORRISON CIGAR COMPANY, Bethesda, Ohio.

Tobacco Dividends

The regular quarterly dividend of 1½ per cent. has been declared on the preferred stock of the American Tobacco Company, payable October 2nd, to holders of record September 15th.

The Weyman-Bruton Company has declared the usual quarterly dividends of 3 per cent. on the common and 1¾ on preferred stocks, payable October 2nd, to holders of record September 16th.

The G. W. Helme Company has declared the regular quarterly dividends of 1¾ per cent. on the preferred and 2½ per cent. on the common stocks, payable October 2nd to holders of record September 15th.

The American Cigar Company has declared the regular quarterly dividend of 1½ per cent. on the preferred stock, payable October 2nd to holders of record September 15th.

P. Lorillard & Company has declared the usual quarterly dividends of 3 per cent. on the common and 1¾ per cent. on the preferred stock, payable October 2nd to stock of record September 15th.

The American Snuff Company has declared the regular quarterly dividends of 1½ per cent. on the preferred and of 3 per cent. on the common stocks, payable October 2nd to holders of record September 15th.

One Hundred Thousand Stogies Sold at Auction

At a sale of goods, taken in the recent Revenue Department raids in Chicago, one hundred and thirteen thousand stogies were knocked down at $5.75 a thousand. Seven thousand pounds of tobacco were sold to S. J. Cohn for $300.

Altoona Tobacconists Plan Clean Pool Rooms

Initial steps toward a county organization of tobacco dealers were taken recently at a meeting held in Altoona, Pa. The object of the Association is to ensure clean pool rom business. While the membership at present is confined to Altoona dealers, it is planned to solicit membership in all the towns of the county.

The following officers were elected: president, Alex. Weir; vice-president, Paul Dunn; secretary, C. A. Ellmore; and treasurer, H. D. Sneitzer; committee on by-laws, John Winters, R. E. Walsh and Alex. Weir; directors, Gregg Cockeville, John Winters, M. E. Kottman, John Gasdori, John O'Brien, D. L. White, D. C. Curry, R. E. Welsh, Ford Hoover and K. A. Eckenlaub; membership soliciting committee, M. E. Kottman, John O'Brien, Paul Dunn, G. C. Curry, Gregg Cockerille and H. D. Sneitzer.

Baltimore Alarmed by Tobacco Embargo

The embargo on tobacco, announced by the London War Office, is expected to have a serious effect on the tobacco shipments out of Baltimore and on the tobacco trade generally. The embargo is directed principally at shipments to the European neutral countries and will have no effect on the importation through French, British or other allied ports. Holland will receive the heaviest blow. More than half the outgoing tobacco has been sent to Holland. In the last three weeks Holland alone has received 6,400,000 pounds. A part of this was Virginia tobacco, some plug and some stems. About 60 per cent. was Maryland growth. Baltimore records show about 11,000 hogsheads in stock. A big crop is reported from the tobacco sections and an estimate made by the State Inspector's office places the yield at 25,000 hogsheads.

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services

Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

CHICAGO PIER:—39,853. For cigars. August 23, 1916. Seeley Cigar Factory, Chicago, Ill.

NATIONAL CLUB:—39,854. For cigarette paper booklets and cigarette paper tubes. August 30, 1916. Max Spiegel, New York City.

GOODMORE:—39,856. For cigars. August 21, 1916. The Charles Humburg Mercantile Co., Denver, Colo.

BROADMOOR:—39,857. For cigars. August 24, 1916. The Charles Humburg Mercantile Co., Denver, Colo.

THE BROADMOOR:—39,858. For cigars. August 24, 1916. The Charles Humburg Mercantile Co., Denver, Colo.

EASY-STRIDE:—39,859. For cigars, stogies, cheroots, cigarettes and smoking tobacco. August 31, 1916. Union-American Cigar Co., Pittsburgh, Pa.

CAROLINA PALMETTO:—39,860. For all tobacco products. August 30, 1916. Joe G. Greene y Ca., Greenwood, S. C.

THE CLAYTON:—39,861. For cigars. September 2, 1916. American Lithographic Co., New York City. Originally registered by Witsch & Schmitt, New York City.

LEE AXWORTHY:—39,862. For cigars. August 25, 1916. C. B. Henschel Mfg. Co., Milwaukee, Wis.

HERVIDA:—39,863. For all tobacco products. August 17, 1916. American Lithographic Co., New York City.

FERRY BAR:—39,864. For cigars, cigarettes, cheroots, smoking tobacco, etc. August 31, 1916. Louis Schniderman, Baltimore, Md.

PHIL. J.—39,867. For cigars. August 16, 1916. Tampa-Cuba Cigar Co., Tampa, Fla.

BELMONT A. 1:—39,868. For cigars, cheroots and stogies. August 22, 1916. H. W. Lewis Cigar Co., Belmont, Ohio.

MISSOURI JACK CIGAR:—39,869. For cigars. August 31, 1916. W. E. Betts, Hannibal, Mo.

WILLYS-KNIGHT:—39,870. For cigars, cigarettes and tobacco. September 2, 1916. F. M. Howell & Co., Elmira, N. Y.

TRANSFERS

HERMITA:—27,985 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered June 10, 1909, by Central Lithograph. Co., Cleveland, Ohio. Was transferred to American Lithographic Co., New York City, on August 28, 1916.

GREAT DUKE:—13,250 R. (Trade-Mark Record). For cigars. Registered February 3, 1894, by Sanchez & Haya, New York City. Was by various transactions transferred to A. G. DiDia & Company, Tampa, Fla., on May 15, 1916.

FRANCISCO DE QUEVEDO:—18,285 (Tobacco World). For cigars, cigarettes and cheroots. Registered on August 3, 1909, by Wm. Steiner Sons & Co., New York City. Was by various transactions transferred to A. G. DiDia & Company, Tampa, Fla., on May 15, 1916.

To Open Cigar Factory in Benton Harbor

V. W. Allerton and Solon Cribbs are members of the Berrien County Cigar Company, which was recently organized in Benton Harbor, Mich., and which will shortly open headquarters on Britain Avenue, near Fair. Both are men qualified by experience to make a success of the undertaking.

Good Prices for Lancaster Tobacco

Lancaster, Pa.

About sixty per cent. of Lancaster County's new tobacco crop has been bought up, but not more than fifteen per cent. has been cut. Many growers are refusing to sell at prevailing prices, 15 cents for wrappers and 4 cents a pound for fillers. A good many crops have been sold for 16 and 5 cents, a few for 17 and 5, and high-water mark was reached when Daniel Shuman, residing two miles from Lancaster, sold to a Philadelphia cigar company for 18, 8 and 2 cents a pound.

Calculations on the value of the new crop to the growers place it as high as $6,000,000. The estimates are based on a 20,000-acre crop, averaging more than 1600 pounds to the acre, and prices ranging from 15 to 17 cents for wrappers and 3 to 5 cents for fillers.

The cigar industry is brisk in the Ninth Internal Revenue District. The receipts from cigars in August were $198,492, as against $170,932 in August, 1915.

Record Year for Tobacco Industry in Bristol, England

Many small factories and independent companies were formerly engaged in the tobacco industry in the Bristol district, but when the American Tobacco Trust indicated an intention to enter this territory they combined into one large corporation, embracing most of the leading firms in the Kingdom, under the name of the Imperial Tobacco Company of Great Britain and Ireland.

The British-American Tobacco Company has also an extensive plant in Bristol, which confines its activities to the export branch of the trade. Two-thirds of the stock of this company is reported to be owned by the American Tobacco Company, and one-third by the Imperial Tobacco Company.

The companies now employ many thousand hands, and the manufacture of tobacco is the leading industry in the city. The duty paid on tobacco during the calendar year 1915 was $37,952,227. This is an increase of $7,706,044 over the previous year. The value of tobacco imported during the calendar year 1914 was $1,971,555, but these figures are in no way an indication of the volume of trade or the importance of this industry, as most of the leaf used by the tobacco factories in Bristol comes through indirect channels.

The year's trade in tobacco is reported to have been well maintained, and the factories were kept busy. Bristol manufacturers continue to receive large orders for the army and navy. Bonding accommodation, which has hitherto been insufficient, has been considerably extended through private enterprise, and the docks committee has built a third warehouse for the storage of tobacco.

Peter Dornbos to Move Factory to Grand Rapids

Peter Dornbos, who has been manufacturing cigars in Grand Haven, Mich, is expected to remove his factory to Grand Rapids as soon as possible.

Mr. Dornbos has leased space in the Maris block on Fulton Street, near Division avenue, and as soon as changes have been made and the equipment installed, will begin work. He expects to employ about twenty hands at first. Mr. Dornbos was influenced in his move by the Grand Rapids Association of Commerce.

Cork Tips **Cork Bobbins**

BOUCHER CORK & MACHINE COMPANY, Inc.

122-222 WEST 18TH STREET NEW YORK

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.,
Growers, Packers and Dealers in **Leaf Tobacco**
Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.
Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania
151 North 3d St., Philadelphia

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

A. Cohn & Company
Importers of Habana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra
142 Water Street, . . . New York

Established 1870 Factory No. 79
S. R. KOCHER
Manufacturer of Fine Havana and Domestic Cigars
and Packer of Leaf Tobacco
Leading brands—"Volitta," "Quaker," "Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"
Correspondence with wholesale and jobbing trade invited
Factory and Offices: WRIGHTSVILLE, PA.

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

JULIUS MARQUSEE, 141 Water Street, New York
Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3956 JOHN

Established 1890 Correspondence Solicited
KEYSTONE VARIETY WORKS
HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon
Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

CARDENAS y CIA Cable Address, "Nasdecar"
Almacen de Tabaco en Rama
SPECIALTY—VUELTA ABAJO AND ARTEMISA
126 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER
=Leaf Tobacco Merchant=
HAVANA, CUBA—Consulado 115
NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W
WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
WOODHAVEN AVENUE, GLENDALE, NEW YORK

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

GEO. SCHLEGEL
22nd St. and Second Ave.,
NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

J. K. LEAMAN
Packer of and Dealer in **Leaf Tobacco**
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-In-Hand, Lancaster Co., Pa.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 196 WATER STREET, NEW YORK

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office: SAN MIGUEL 136 Puerto Rico Warehouse: CAYEY New York Office: 178 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.
Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sawed CIGAR BOXES, Go to Established 1880
Keystone Cigar Box Co., Sellersville, Pa.
Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
MONROE D. SELLERS, SELLERSVILLE, PA.

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Michaelsen & Prasse
Commission Merchants
Leaf Tobacco & Cigars
18 Obrapia Street, Havana, Cuba
Address: Cable "UNICUM" P. O. Box 23

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877 NEW FACTORY 1904
H. W. HEFFENER & SON
Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA

HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE
179 West Washington St., Chicago, Ill.

PHILADELPHIA OFFICE
322 Chestnut Street

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Parmenter Wax-Lined
Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS
90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

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HEYWOOD, STRASSER & VOIGT LITHO. CO.

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Make tobacco mellow and smooth in character and impart a most palatable flavor
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Write for List of Flavors for Special Brands
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WE GUARANTEE

Copenhagen Snuff

To Be

ABSOLUTELY PURE

WE guarantee Copenhagen Snuff is made from the whole leaf of Tennessee and Kentucky Tobacco.

We guarantee the sweetening and seasoning and flavors and scent, in fact everything that is added to the tobacco or put on the tobacco, is pure and may be used freely in food under the United States Pure Food Laws.

OUR OFFER

THAT every user of Copenhagen Snuff can feel entirely safe and know that he is using a pure tobacco, we offer to any man (including our own employees) Five Thousand Dollars who will show our guarantee to be incorrect, or to any man who finds in Copenhagen Snuff as manufactured and shipped by us anything used in the tobacco or on the tobacco that may not be used freely in food products under the United States Pure Food Laws.

Weyman-Bruton Company

50 Union Square

New York

J. Peterson

PRESIDENT

El Principe de Gales

OLD STANDARD

HAVANA-CIGARS

A BRAND WITH A WONDERFUL RECORD

AN UNINTERRUPTED SALE FOR MORE THAN 60 YEARS

A STANDARD OF VALUE AMONG HAVANA LINES

HAVANA AMERICAN CO.

111 FIFTH AVENUE NEW YORK

The Man Who Smokes Them Says—

"It is the BEST CIGAR VALUE IN THE WORLD at 5c."

That is the reason the

John Ruskin

Cigar is one of the World's Biggest Sellers.

John Ruskin 5¢

THEY COULD BE SMALLER-BUT NOT BETTER

John Ruskin Cigars are hand-made and the Havana tobacco used is the choicest grown. They're mild—Big and Fragrant,

Valuable Profit Sharing Voucher on the Band of Each John Ruskin Cigar.

I. LEWIS CIGAR MFG. COMPANY

NEWARK, N. J.

Largest Independent Cigar Factory in the World.

That "BOLD" Cigar is famous today; famous for its quality and its workmanship.

"Above All"

Famous for its jobbing connections, a point that we are justly proud to advertise.

We are proud of our jobbers just as our jobbers are proud of "BOLD".

Bobrow Bros., Philadelphia

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THE TOBACCO WORLD

OCTOBER 1st
1916

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Effect of Tobacco on Health

Manufacturing Growth in the United States

Broadway Bits

Office Boy's Column

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881

Vol. XXXVI No. 19

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C. LOZANO J. M. LOZANO

TRADE MARK
Reg. U. S. Pat. Office

F. LOZANO, SON & CO.

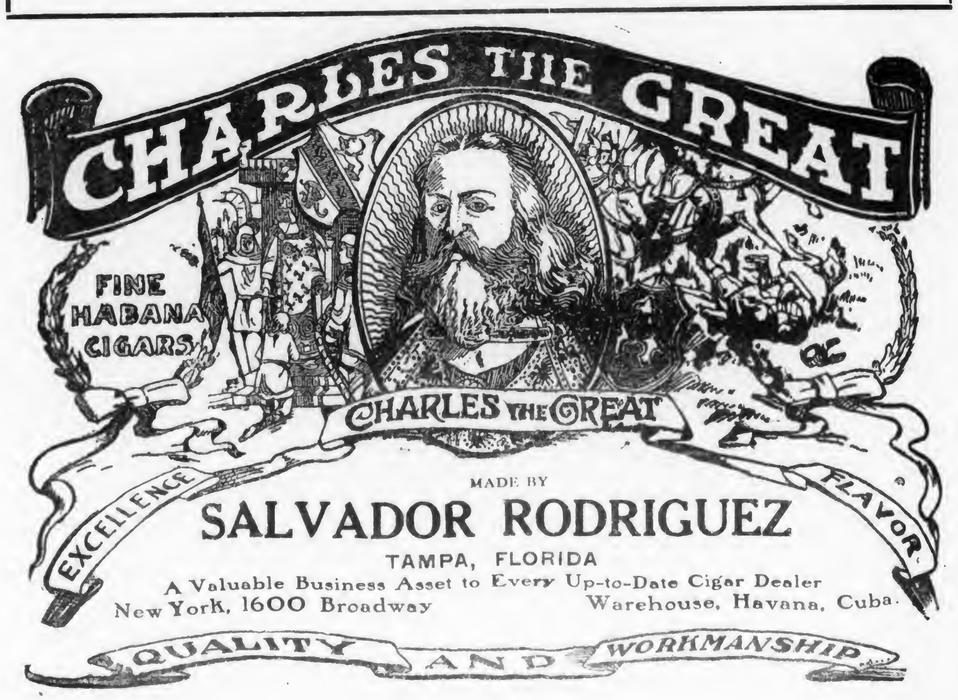
U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue



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SALVADOR RODRIGUEZ

TAMPA, FLORIDA

A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba.

By Special Appointment

To the Late King Edward VII

Philip Morris

The World's Oldest Highgrade Turkish Cigarettes Plain End or Cork-Tipped

"The Little Brown Box"

PHILIP MORRIS & CO., LTD.

72 Fifth Avenue New York

Londres Grandes

The Juan P. Portuondo CIGAR MFG. CO.

PHILADELPHIA

MANILA CIGARS

As Mild and as Cool

as a breeze from the sea—Manila Cigars burn perfectly—They are all hand made, Spanish method—They have body and character—A high standard of quality is rigidly maintained under Government supervision and inspection.

Look for the Government Guarantee Stamp on Every Box

Darby & Joan Cigars

The VETERANO SIZE is the Finest All Habana Cigar ever made at **2 for 25c.** having that delicate Mildness and Fine Aroma Sought by Connoisseurs. Made only by

JOHN W. MERRIAM & CO.

101 Spring Street, New York

(MERRIAM CIGARS INC., SUCCESSOR)

For Gentlemen of Good Taste

SAN FELICE 5 FOR GENTLEMEN OF GOOD TASTE

San Felice CIGARS

The Deisel-Wemmer Company

LIMA, O.

F. C. LOZANO J. M. LOZANO

TRADE MARK
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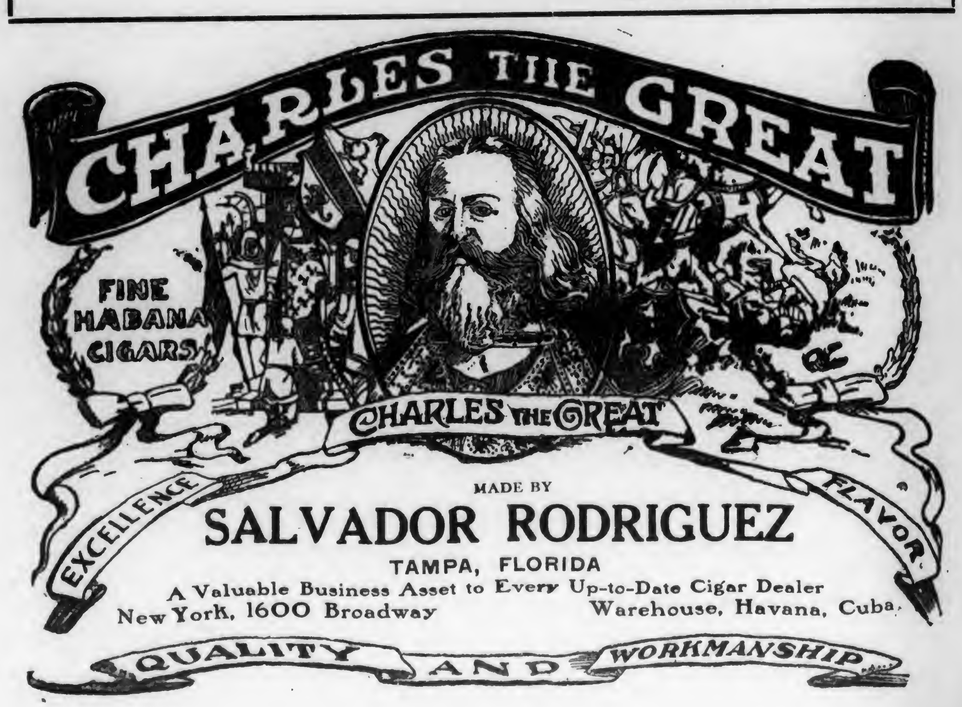

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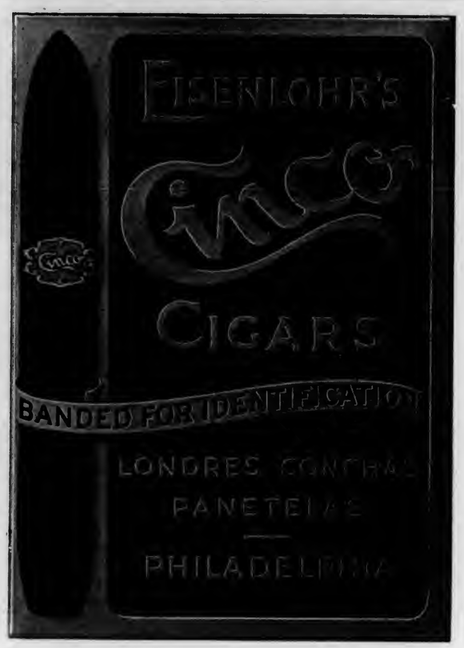

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CELEBRATED

H. UPMANN CIGARS

H. UPMANN HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street - New York

Board of Trade Bldg., Montreal, Canada

SOL HABANA

Behrens & Co.

Havana, Cuba

Estrella No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

MURAD

THE TURKISH CIGARETTE

TURKISH Tobacco is the WORLDS MOST FAMOUS Tobacco for CIGARETTES

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.

General Offices, PITTSBURGH, PA.

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A Cigar with Hardly a Rival

MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba

AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

"LA MEGA" *MADE IN BOND*

HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP

V. Guerra, Diaz & Co., Tampa, Fla.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY

LA FLOR DE R. A. BACHIA Y CA. HABANA

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

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47 West Sixteenth St. New York

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE FACTORY WAREHOUSE

222 PEARL STREET TAMPA LEALTAD 129

NEW YORK FLORIDA HAVANA

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

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ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.

RICHMOND, VA.

It Will Pay You To Push The Larger Tuxedo Packages

Every time you sell a 90c Glass Humidor of Tuxedo it is equal to making *ten separate sales* of 10c Tuxedo Tins!

You get a tenfold result with the *same time* and *effort*.

You increase your sales, multiply your profit, and make sure your customer doesn't buy nine-tenths of that tobacco somewhere else. Isn't that worth while?

Start right in today to see how many requests for 10c Tuxedo Tins you can change to Tuxedo *Quantity sales*.

Just tell your customers how much *time* and *bother* the quantity package will *save them*, and the extra *enjoyment* and *satisfaction* they will get out of it. A big percentage of them will see the point, and there's no way you can increase your sales so *fast* and so *easy*.

Tuxedo

The Perfect Tobacco for Pipe and Cigarette

The *number* and *variety* of Tuxedo Quantity Packings and their *attractive appearance* will help you a whole lot. Display these Tuxedo packings prominently where your customers cannot fail to *see them*. If a man doesn't want the big 90c Tuxedo Glass Humidor or 80c Tin Humidor, then suggest the 50c or 40c Packings. You'll be pretty sure to land him with *one* of these 4 handsome Packings of this popular tobacco.

The Tuxedo 90c Glass Humidor
The Tuxedo 50c Glass Humidor
The Tuxedo 80c Tin Humidor
The Tuxedo 40c Tin Humidor

Go to it *now*, and keep right at it—it's paying others and it will pay *you*.

THE AMERICAN TOBACCO COMPANY

REYES DE ESPAÑA

Clear Havana Cigars

Lopez Hermanos
Makers

New York Office: 250 Fourth Ave.
Factory: Tampa, Fla.

The Real Independent Factory in Havana

"PARTAGAS"

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

CIFUENTES, PEGO Y CA.,
172 Industria :: Havana, Cuba

ROBERT E. LANE
General Representative for United States and Canada
115 Broadway New York

The **Girard Cigar**

You can have the smile plus the profit!

The Girard smile is no myth. It's a fact. The smoker gets it from the *mild, full flavor*. The dealer gets it because *the Girard is a money-maker*. You couldn't lose out on Girard cigars if you tried.

Just send for our "Dealer's Safety-first Proposition" and you'll see why.

This gives you the opportunity to try out to your own satisfaction one of the best-known and best-selling cigars in the country—*without one cent of cost to you*.

We take all the chances.

The Girard is the best advertised 10-cent cigar in the country, and it proves a sensational hit wherever it is shown.

Just look at our striking advertisements in *The Saturday Evening Post* and *The Literary Digest* with their millions of circulation every week among the most intelligent readers. Then you will realize why so many high-class smokers call for the Girard Cigar.

And Girard quality keeps them coming.

A mild and satisfying smoke that never gets on your nerves. A friend-maker every time.

No theory about this. We have had to double our capacity. Now we're ready. And we want to prove to you that *Girards* will be the biggest asset in your case.

Remember, the proof doesn't cost you a cent.

Just drop us a line *today*.

Address Department H

Antonio Roig & Langsdorf
Philadelphia
Established 1871

The "Broker"
Actual Size, 10c.

The Exceptional Cigar

BUSTILLO BROS. & DIAZ, Inc.

GENERAL OFFICES
267 Fourth Avenue **New York City**

LIPSCHUTZ'S
44
CIGARS

"44" Cigar Co. Philadelphia

BAYUK BROTHERS

FIVE CENT CIGAR

PHILADELPHIA

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

E. H. GATO CIGAR COMPANY

FOR FORTY YEARS THE STANDARD — By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. — New York Office: 203 W. Broadway

T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

DIAMOND JOE CIGAR FACTORY
TRADE MARK
ESTABLISHED 1850

Charles Denby

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE

H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

To Retail Dealers: Harmony is going to sell. Prepare for the demand *at our risk*, not yours. We guarantee the sale of every ounce. You can get a pound or more every day or every week, delivered direct from our factory to your store. Order from your jobber NOW.

Liggett & Myers Tobacco Co.

Harmony
A PIPE BLEND of five distinct kinds of Imported and Domestic tobacco-each kind alone having a delightful aroma and natural flavor without the slightest harshness.
Liggett & Myers Tobacco Co.

15¢
In the cream-colored nut-brown tin

Announcement Harmony Pipe Blend has accomplished something NEW in smoking tobacco, It has succeded in so intimately blending (or harmonizing) several different choice imported and domestic tobaccos that it has in reality produced a new, more delightful smoke-flavor—*absolutely without a trace of discord.*

Each of these tobaccos plays its own part in giving Harmony its cool and characterful flavor. One is used for its exquisite *aroma*—one for its "fruity" *richness*—one for its delicate *pungency*—one because of its unusual *sweetness*—and one for its full, mellow *"body"*.

The result is a new, more delicious flavor—it might be called "rich mildness" so delicately does the rich savor of these tobaccos shade into mildness. But only your own most cherished old pipe can really reveal to you Harmony's perfectly balanced taste.

Liggett & Myers Tobacco Co.

HARMONY
A PIPE BLEND

Backed Solidly By Advertising. We have so much confidence in HARMONY that we are backing it with National Advertising in the following list of publications, and others, having a total circulation of *Over 9 Millions:*

Saturday Evening Post
Life
Collier's Weekly
Metropolitan
Hearst's
Scribner's
Literary Digest
Century
Munsey's
Outlook
McClure's
American
Red Book
Everybody's
World's Work
Popular Mechanics
Illustrated World
Current Opinion
Review of Reviews
System
Judge
Puck
Leslie's
Scientific American
Popular Science

CHANCELLOR

The Acknowledged Leader among Mild Sumatra Wrapped Havana Cigars

Remarkable Leaders

among

CLEAR HAVANA BRANDS

These are cigars Made—In—Bond and smoked from Coast—to—Coast, enjoying an enviable reputation among dealers for "Repeat" calls.

You should stock at least one of these brands:

"El Briche"
"Hoyo de Cuba"
"Flor de San Martin & Leon"

Jobbers and Dealers have not been slow to appreciate the value of Clear Havana brands that duplicate, as is testified by the steadily increasing sales.

San Martin & Leon cigars are favorites with the consumer. Do not lose trade and profits by failing to have these goods in stock.

San Martin & Leon
Tampa, Florida
Member, Tobacco Merchants' Association

A Favorite with the BEST Cigar Stores Restaurants Hotels and Clubs

Manufacturers
PEDRO CASTRO & CO., Tampa, Fla.
New York Distributers
LOUIS G. SMITH & CO., 52 Beaver Street

Fancy Cigar Boxes
made by
Henry H. Sheip Mfg. Co.
Columbia Ave. and 6th St.
PHILADELPHIA

Twenty Million Likely Card Players

will see the national advertising of

BICYCLE PLAYING CARDS
CONGRESS PLAYING CARDS

in their favorite magazines during the fall, winter and spring. This advertising will appear in such widely read publications as The Saturday Evening Post, Literary Digest, Life, Cosmopolitan, Vogue, Vanity Fair, Harper's Bazar, Theatre Magazine and MacLean's Magazine (Canada).

These publications go into four million homes and are read by twenty million people. They are the kind of magazines that reach card players and all who are likely to play cards in the future.

Every reader of these publications will see these advertisements and practically everyone will read them because they will be full of the human interest peculiar to cards and card-playing.

Every advertisement will be entirely different from the advertising we have used for several years. Attractive drawings from life will compel the reader's attention. Large space will allow for convincing presentation of the Bicycle and Congress qualities.

This advertising will send customers to your store if you will handle Bicycle and Congress Cards and let people know it. If you now carry these cards in stock make sure that you have an adequate supply for the opening of the card-playing season and put a few packs in your window so passers-by will see them.

If you do not handle playing cards there is no better time than now to begin. Start at once so you will enjoy in your town the benefit of our advertising. As a trial order have your jobber send you, for instance, a dozen packs each of Bicycle and Congress assorted among the following best-selling backs: Bicycle—Thistle, New Fan, Acorn, Lotus, Rider, Racer. Congress—Mutter, Fountain, Muse, Vista, Sappho, Orpheus. The investment is practically nothing. The profit to you is unusually good.

SEND us your name and address and jobber's name and we shall be glad to put you on our mailing list and send you announcements of new backs and advertising helps for your local use.

THE U. S. PLAYING CARD COMPANY

CINCINNATI, U. S. A. TORONTO, CANADA

25% to 75% Increased Sales

are made by many dealers in

SWEET CAPORAL
CIGARETTES

since our big Outdoor Painted advertising campaign started.

Painted Bulletins like the one shown to the left are 12 feet high and from 25 to 50 feet long. They are painted in striking colors and are placed along the most heavily traveled thoroughfares in the immediate vicinity of dealers' stores.

We have proven conclusively to the *American Tobacco Co.* that by concentrating their Wall and Bulletin Advertising in the dealers' immediate neighborhoods, that their dealers will sell more *Sweet Caporal* Cigarettes, and incidentally increase profits to their mutual advantage.

Every dealer will benefit by this campaign. We have a long term contract which guarantees *permanent* advertising through the biggest and most dominating advertising medium it is possible to secure.

Every dealer can lay in a fresh stock, knowing that he will receive plenty of assistance in selling it.

Ask Dad, he knows

is the slogan. You've seen it.

CHICAGO **Thos. Cusack Company** NEW YORK

Largest Advertising Company in the World

NATIONAL SALES REPRESENTATIVES FOR 87 PRINCIPAL CITIES

Mr. Cigar Manufacturer

This is the psychological moment for you to begin to use domestic wrappers. The condition of the imported wrapper market is dangerous. If you don't look out you will work another year for nothing, or at a loss. Use Florida, Georgia and Connecticut Shadegrown.

We have some fancy, light, fine quality

GEORGIA and FLORIDA Wrappers

that burn and taste as good as any imported wrapper. They will make money for you on every cigar that you sell.

The only way that will enable you to make money, is to please your customers. Which would you rather be, prejudiced or prosperous? It's up to you.

AMERICAN SUMATRA TOBACCO COMPANY
ALWAYS SELLS THE CHOICEST

TOBACCO

142 Water Street, · New York.

"Are these cigars fresh?" asked the customer.

"Yes, surely. I just opened 'em and besides, they were packed in a

HEEKIN CAN

These Cans Always Keep Smokes Fresh"

A cigar salesman PREFERS selling fresh aromatic smokes for he knows they'll satisfy.

If you pack YOUR cigars, stogies or tobacco in Heekin Cans, salesmen will not only prefer selling them, but customers will ask for them because every Heekin Can is handsomely lithographed with attractive designs.

Prompt service on all orders. Send for sample and see the quality.

The Heekin Can Co.

Culvert, Sixth & New Sts.

CINCINNATI, O.

"Heekin Can Since 1901"

Flor de Jeitles

CLEAR HAVANA CIGAR

5¢

JEITLES & BLUMENTHAL, Ltd.

PHILADELPHIA.

H. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL

S. Loewenthal & Sons

Importers of Havana and Packers of Leaf Tobacco

123 MAIDEN LANE, NEW YORK

QUALITY MANILAS

"MAGALLANES"

SIDNEY J. FREEMAN, Sole Agent in U. S. A.

123 Liberty Street New York City

Write for exclusive agency for the "Lord" Cigar

with a unique profit-sharing

proposition for the store-keeper

"Exceedingly Better"

HENRY'S CIGAR CO., Philadelphia, Pa.

FRAT is burning up the sales track because it represents the utmost for the money.

10c quality—10c quantity—retails in the Patterson duo-paper package at

5c

Would cost double in tins.

Most jobbers are supplied.

Patterson Brothers Tobacco Co.

Original Pattersons of Richmond, Va.

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. (London, 8 Regent St., S. W. Capetown, South Africa Calcutta, 10 Government Place Alexandria, Rue Cherif Pacha CAIRO, Head Office and Factory Hamburg, 18-20 Grosse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVI. PHILADELPHIA AND NEW YORK, OCTOBER 1, 1916. No. 19.

"CINCO" ADVANCED IS FOLLOWED BY INCREASE ON MANY OTHER BRANDS

Step Taken by Otto Eisenlohr & Brothers, Inc., Followed by Many Local Manufacturers—Long Delayed Move Finally Made—Will Benefit Jobber and Dealer—

As the Bishop, who had been fearing paralysis, said when he pinched several times and felt no sensation, "It's come, oh! it's come." The comparison does not end here for, happily, it turned out that it was not his own leg that the Bishop had been pinching.

The entire tobacco trade has been watching its cost and profit figure for some time, and groaned inwardly and outwardly when it saw costs jumping ahead like a jack-rabbit and profits coming down like a stricken aeroplane.

Every one knew that prices would have to be advanced but at the same time they also knew that neither the jobber nor dealer could bear the burden. Like the Bishop they have awaited the first indication of disaster with fear and trembling. And when the news was given out that Otto Eisenlohr & Brothers, Inc., had advanced the price of their "Cinco" brand from $35 to $37.50 per thousand, jobbers and dealers groaned and said, "It's come." But like the Bishop they became optimistic when they found that the supposed disaster was no disaster at all. It was a much needed step that put the burden on the consumer, for the daily newspapers announced in their advertising columns that hereafter the smokers of "Cinco" cigars would be asked to pay five cents straight.

As a result of the increase in price on the "Cinco" brand many of the big Philadelphia factories will have advanced the price on their nickel brands, proportionately, by October 2.

It is noteworthy in this connection that the local brands on which prices have been advanced are the big-selling cigars which have established a reputation for merit. Tastes in cigars differ but there is no discounting the factor of quality. One blend may make more appeal than another but, comparatively, the better grades of tobacco go into their manufacture.

Some manufacturers who have raised their prices hesitated to do so because they feared a loss in sales, but as one man remarked, "We much prefer selling only half the number of cigars we do to-day at a profit, than to continue at the present rate and face a loss."

The advance benefits the retailer for in most cases his profits will really be larger in the end. By selling the widely known cigars at five cents straight the dealer will make more money than on the cheaper brands at the old price of six-for-a-quarter. The demand for the leaders is about fifteen to one and the dealer turns his money on these many times before he turns it once on the less popular brand.

The public knows more or less how the prices of tobaccos and everything else has risen. He finds that in purchasing other necessities that the prices are steadily advancing. He, therefore, cannot question the integrity of a manufacturer when he says, "I, too, cannot do business at a profit unless I get more money for my goods."

(Continued on Page 20)

A. FRANKAU & COMPANY TO MAKE B. B. B. PIPES ON LONG ISLAND

Factory to be Established at College Point—To Produce Same Quality of Pipes as Now Made in England—Will be Ready to Market in 1917

Of interest to the pipe trade in America is the announcement of the formation of a company under the name of Adolph Frankau & Company, Incorporated, to manufacture the famous A. Frankau & Company, Limited, pipes at College Point, Long Island. This means that the Frankau pipes such as B. B. B., Vulcanite and Briar will be manufactured in America, and of the same quality material and identical workmanship as those now produced in England.

Attention is called to the rumor that has gained credence in some quarters, to the effect that B. B. B. pipes are already being made in America, shipped to England and then returned to this country for sale as the genuine imported article. C. C. Clark, American and Canadian representative of the London Company brands this rumor as an untruth and states that no American-made pipes trademarked B. B. B. have ever come into the United States trade of A. Frankau & Company.

Among the interesting things Mr. Clark had to say about the new company was that the new factory would use exactly the same quality of briar as is now used by the English factory. Further the machinery for the factory at College Point will all be made in England and shipped to this country. The man who will have charge of this new factory is now at the English factory making a close study of their methods of manufacture. Employes in the College Point factory will be taught the English style of producing pipes thus assuring the trade that the high quality and workmanship will be retained in the products of the American factory.

The establishment of this factory will enable the company to produce and market the same grade of pipe in this country at a lower cost than formerly. Certain taxes will be avoided and the question of labor and shortage will be overcome. In England the company has also suffered from shortage of raw material. With the establishment of the new factory the company hopes to overcome the recent disadvantages under which it has worked to supply the United States trade.

Attention is directed to the announcement that the English firm reserves the right to manufacture the B. B. B. "Own Make" pipe, and that this will continue to be produced only in the English factory and exported to this country.

The new factory at College Point is expected to be ready to manufacture early in 1917.

Breen & Boss Form Cigar Firm

M. J. Breen and Leonard Boss, two well-known Kalamazoo cigarmakers, have recently formed a partnership and will open a factory for the manufacturing of cigars at 103 East Kalamazoo Avenue.

The Breen & Boss Company will make a high grade five-cent cigar to be known as the "B & B."

THE TOBACCO WORLD

ESTABLISHED 1881

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TAMPA MILWAUKEE LANCASTER CINCINNATI
CLEVELAND LOS ANGELES SEATTLE
HAVANA, CUBA, OFFICE—PERSEVERANCIA 8, CARLOS M. WINTZER
Representative

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Some manufacturers profess to see still higher prices coming and predict the six-cent cigar as the solution. Certainly if we observe the soaring quotations on cigar leaf types the outlook is not very cheerful. If anything prices are still going up and there is no sign that they will ever go down. Other industries have taken the increases and handed them back to old reliable Mr. Consumer. The cigar manufacturing industry needs a contribution from Mr. Consumer as much as any other.

Higher Prices

As soon as the cigar manufacturers get busy and are giving work to all those who seek it, some bright-minded person conceives the idea of a strike for higher wages. The factory has the orders for the goods, they must make shipments or lose both business and prestige. In most cases the strike never comes off, the wage increase is paid, and all is again lovely for a time.

The Labor Question

Following the recent agitations in the First and Ninth Internal Revenue Districts of this State, many manufacturers have voluntarily raised wages, and others are planning to do so.

Labor is a vital factor in production costs. But when every single article that goes into the manufacture of a cigar increases from twenty to two hundred per cent. there is a serious problem to face. A solution has been found by raising the prices of cigars to both the jobbing and retail trade, depending on them to collect from the consumer.

The raise in wages in the cigar industry was not due to the increased profits of the manufacturing business but was necessary in order to retain the help which otherwise would have been gobbled up by some manufacturer of war orders whose profits did allow him to pay a big price for labor.

But it is well to remember that the increase in wages does not keep pace with the increase in living costs. When prices go up the answer is, "Put it on the consumer." It can't be helped. There is no one else to stand it. And the working class comprises a big majority of the consumer family.

When orders are scarce the laboring classes feel it first. Factories are closed and soup kitchens opened. In such time many manufacturers, themselves, have no easy job in trying to hold on to their property (in order to work it again when orders are more plentiful) with taxes to pay, depreciation on machinery, interest on investments in raw materials, buildings, equipment, etc.

In a neighboring city strikers, unable to attain their demands, have practically threatened to starve out a city of three million people. Another body of men has brought the Government of the United States to its knees. It does not take great foresight to anticipate a crisis greater than any of these.

Arbitration has joined the Hague Peace Tribunal in exile. It seems apparent that laws will have to be enacted that will take the adjustment of differences between employers and employes out of the hands of both.

Pictures that we see to-day, and which some of us experience, of belligerent labor and embattled capital, give promise of more serious difficulties to come.

Without our industrial attainments there would be no need for such multitudes of labor, and no cause for such uneasy situations as are being faced by many industries to-day.

There is much to be said in behalf of the employe, but not enough to warrant the destruction of those institutions which have made him the highest paid of his class throughout the world.

Any readjustments of industrial conditions in this country, following the end of the European war, will fall heavily upon the employe. There are manufacturers in business to-day who will be able to close their factories at the end of the war and live on the income from their investments, but these are not for the most part in staple lines.

The labor in factories filling war orders has not been created. It has been lured there by offers of higher pay, from staple lines. The staple industries have had to create their labor and they will not, wilingly, cast it aside, after it has become profitable, to make places for deserters.

THE GREAT AMERICAN GAME.

Headline in contemporary says, "Dealer Passes." Gimme the pasteboards, quick! All the dealers we've had to do with lately have been very prompt with a "raise." Yes, all of 'em.

And speaking of "passes" we are beginning to take a proper interest in those connected with World's Series. Gee, if we had only called this a Sporting Column!

DID IT EVER HAPPEN TO YOU?

After watching for several innings the agonizing efforts of our home boys to overcome a six-run lead handed the enemy in the first inning we decided to take our nap among more cheerful surroundings. When we told our friend this he began to argue at much length and closed for the affirmative by saying, "Stay and see, they'll come back." Whereupon we replied with fitting spirit that our weariness was due entirely to a prolonged session of not only "staying and seeing" but also "raising" and that our experience was not such as to lead us to indulge in the "come back" illusion. Our judgment was vindicated by the final score.

They call us the "Unconscious City,"
From which hope has already fled.
But we read of New York with pity,
The home of the unburied dead.*

* Giants.

NOW SEE WHAT YOU DONE, CARL!

We were walking along Canal Street, in the big town, recently, when we happened to glance at a tobacconist's window where we read the following sign:

5c Cigars 10c.

Right away we knew the proprietor had been reading editorials about how the retailer ought to get more money for his cigars. We hurried back to Philly to see if any damage had been done here yet. As soon as we got into Broad Street Station we saw a sign: "5c Sodas 10c." Then another: "10c Sandwiches 20c." As we crossed Chestnut Street to get our trolley we saw in a brightly lighted window: "$3 Hats $6." When we sat shivering in the car we read amid a vast window display: "$15 Overcoats $30." This made us shiver still more. After awhile we saw the electric sign of our favorite Coal Man. We groaned and shivered a couple of times more and tried to read the sign, but before we could do so an unattached suit case fell off the rack and then followed a brilliant display of shooting stars. When we opened our eyes we saw a lot of people dressed all in white, and then framed and hanging on the wall, this: "Free Dispensary, $1." We promptly returned to our pastime of counting the shooting stars.

Match Men Not to be Outdone by Cigar Manufacturers

MATCHES are used for a lot of things and also by smokers. Some smokers devote a large part of their pipe-smoking time to lighting matches; this is also true of some cigar smokers. But all of us like to keep well supplied with matches unless we have friends who carry them for us.

Time was, before the distant war put up the price of shaves, shines and sundaes, when you could stop in at any old store and secure a dozen boxes of the best Swedish safety matches for a carelessly thrown jitney.

But times have begun to change. First we paid six cents, then they began asking eight for a poorer grade of match and a good many less in a box than formerly. Now we are asked to separate ourselves from a "thin one" for a dozen boxes of these fireless safeties. Some of the brands of imported matches now in circulation are so poor that we know smokers who carry a pocketful of parlor "blue tips" to set the safeties on fire with.

Be that as it may, the glad tidings have just been distributed that matches of all descriptions including thin, fat, tall, short, strikeless and fireless, dry and wet, safe and dangerous ones, are due for an advance in price before the violets bloom again.

The reasons for this are that wood, blue, potash, phosphorous, and even the paper from which the boxes are made, have succumbed to our old friends Supply and Demand. This would indicate that Demand if well out in front with Supply trailing so far behind that if he finished third he would pay $98.70 on the mutuel machines.

Smokers have a friendly feeling for Swedish matches but, according to report, Sweden is not shipping as many matches here as formerly. Then, again, every once in a while one of John Bull's floating arsenals lays a friendly hand on a Scandinavian steamship carrying matches, mails and other things to some American port, and shooes it into Kirkwall where officers in His Majesty's service examine mail, cargo and passengers at leisure.

And for this friendly interest on the part of Cousin John the users of imported matches pay accordingly. When stocks get low prices go up.

The Diamond Match Company, which is known throughout the United States, explains that matches have advanced about fifteen per cent. since the war. There has been no advance on their part recently. However, jobbers and dealers with low stocks, anticipating a shortage, raised the ante.

This big corporation indicates, however, that a further increase may be necessary because of the sky rocketing of the prices of raw materials. Stocks are low. As mentioned above, that jovial booster, Demand, is much in evidence. "All the king's horses and all the king's men" can't seem to drag our undertrained friend, Supply, up to the mark. Which is another way of saying that any advance in prices will not be forestalled by the accumulation of stocks because "there ain't no such thing."

Sixth Portland Stand for Railway Exchange Cigar Co.

The fifth lease for a store of the Railway Exchange Cigar Company, Portland, Ore., has recently been closed for the location at Sixth and Washington Streets. This store is being vacated by M. A. Gunst & Company. The new tenants have taken a five-year lease. The officers of the Railway Exchange Cigar Company are, F. S. Stanley, president, and J. E. Donovan, secretary and manager.

H. O. Miller, the well-known tobacconist of Gallup, N. M., has removed his store from Railroad Avenue to Second Street.

IRREGULAR PAGINATION

San Francisco

Election Situation Causes no Alarm in Trade Circles—"Palo" Line of Simon Batt & Company Going Well—M. A. Gunst & Company Raise Wholesale Price List.

San Francisco, September 20, 1916.

CIGARETTE DAY in San Francisco came off as planned last Thursday; and with the help of about three hundred women, the quarter of a million cigarettes were profitably disposed of for the benefit of the blind sufferers from the European war. Moreover, the local trade seems not to have felt the increased competition, since the past two weeks have been about the best the San Francisco dealers have enjoyed in several months. The Eastern "prosperity" about which the Coast trade has been hearing for so long seems at last to be pushing its way out here, general business conditions having shown considerable improvement since the close of the vacation season.

The larger wholesale houses and those smaller ones that have kept pegging away in spite of the slim pickings that were reported some months ago, report that the buying in the country is more free now than for more than a year past. The California trade appears to be quite far from anything in the way of scare as concerns the general election in November. Locally, nobody seems to be taking much interest in the national election, and no fear is manifest that business will go to smash whichever way the voters may decide. The prohibition election is another matter that two years ago caused a lot of uneasiness. This time, however, the prohibition "Bogey" has had its teeth pretty well drawn. Most of the cigar men are lined up with the "drys" in sentiment; but the experience of the trade of Oregon, Washington and Arizona has convinced the local dealers that as a cold business proposition prohibition has no terrors to the cigar trade.

E. J. Stolz, Pacific Coast representative of the "Palo" line of cigars, is back this week from his Southern California trip. He brings with him Mr. Goldberg, who is out from the factory for a tour of the Pacific Coast territory. Messrs. Goldberg and Stolz and Joe Rinaldo, the San Francisco distributor, will spend the next few days interviewing the local trade and laying plans for the future. It is claimed that the 'Palo" has made the greatest hit of any brand introduced here this year.

Frank Ewan of Fresno, Col., has been spending the week in San Francisco visiting his old friends in the cigar trade. Mr. Ewan was formerly with the local stores of M. A. Gunst & Company, but has had a store of his own in Fresno for several years. Mr. Ewan says that Fresno is a great town and that the "raisin belt" is in a prosperous state this fall owing to the good prices for fruits of all kinds.

I. Carlson, traveling representative of M. A. Gunst & Company, who devotes most of his time to the Southern Coast District of California as far south as San Luis Obispo, reports that the fall season is opening very nicely in that territory. Mr. Carlson spent a few days at the San Francisco headquarters last week.

A number of changes in the Los Angeles retail trade are reported this week. Juliue E. Sahland has taken over the business of L. E. Noble; M. C. Borresan has sold out a half interest in his business to Joseph Hayek; J. H. Stephens has bought out the cigar and confectionery business of J. H. Crowley, and F. A. Crail has succeeded to the business of N. T. Bartlett.

M. A. Gunst & Company of San Francisco put a new wholesale price list into effect this week in which a number of small changes are made. The greatest advance is fifty cents per thousand, which is the advance on "Chesterfields" and "Van Dyck" ponies. M. A. Gunst & Company's wholesale department is a little short of a number of popular sizes in a good many lines outside of the clear Havana list. They are, however, spreading out all available stocks among their customers so as to keep anyone from being altogether out of goods. In the mean time new shipments are coming in a little better all the time; and it is believed that from now on the shortage will grow smaller all the time. Alfred I. Esberg of this house left early in the week for his home in New York after a stay of a month or so on the Pacific Coast.

I. Ellison, traveling representative of Kaufman Brothers & Bondy has been visiting in San Francisco this week. He reports a good demand for pipes on the way out, more business having been done than in a number of previous trips.

E. Sadlis, traveling representative of Glaser Brothers, local wholesalers of cigars and tobaccos, reports a good trip down the San Joaquin Valley as far as Bakersfield, where Glaser Brothers conduct a live branch store.

"Harmony Pipe Blend," a new line of pipe tobacco, was put on the California market this week by the John Bollman Company, known to the trade as cigarette manufacturers. The new tobacco is to retail at fifteen cents for two ounces.

Hugh Dixon, representing the Manhattan Pipe Company, spent last week in San Francisco looking after the pipe needs of the San Francisco retail cigar stores.

John Chokas of San Jose, Cal., has bought out the business of George Mastor. Besides cigars, a side line of confectionery is also carried.

The cigar trade will be well represented in the "Path of Gold" festival, which will be held in San Francisco this first week in October. Milton Esberg, of M. A. Gunst & Company; H. L. Judell, of H. L. Judell & Company, and Arthur Bachman, president of S. Bachman & Company, are on the committee. The carnival will begin in the evening of October 4th and continue several days. Some of the Market Street retailers are counting on doing a good big business while the festivities last.

J. T. Brown has bought out the interest of his partner in the firm of Neel & Brown, at Gridley, Cal., and will continue the business under his own name.

M. Falkenstein and H. Hausmann, of S. Bachman & Company, of this city are now in Idaho visiting the trade.

Allen.

House of Crane Has Heavy Call for Manilas

E. E. Crane, of the House of Crane, 126 South Meridan Street, Indianapolis, Ind., says that good Manila cigars are appreciated and smoked extensively in the United States. As proof of this he points to the fact that they have contracted with the factory in Manila supplying them with the "Manila Stubs" brand to increase the output from one million to one million and a quarter a month.

Mr. Crane says that this brand, which sells two for five, is a strictly hand-made cigar with long filler tobacco manufactured under the strict Government inspection laws.

The above brand is owned and controlled by the House of Crane.

Alpena Wholesaler Secures New Quarters

David E. Levyn, a wholesale and retail tobacconist of Alpena, Mich., has recently leased the property at 111 River Street, and will remove his business to this location. The fixtures and retail stock in the store in the Opera House block will be sold. Mr. Levyn will devote his time to the wholesale business in the future.

Trade Jottings

J. C. Faulstich is enlarging his cigar store at East Broadway and Market Street, Kankakee, Ill.

John Mays has recently purchased the Wren cigar factory in East Liverpool, O. Mr. Mays took immediate possession.

Adolph Baum, a cigar dealer at 1020½ Amsterdam Avenue, recently assigned for the benefit of his creditors, to Samuel Geduld.

John M. Lucas, Waterbury, Conn., has sold his bowling alley and cigar business in the Good Will block to George A. Sayers who takes possession October 2.

The Thomas McCauley cigar store on Front Street, Fargo, N. D., has recently been sold to Andrew C. Rusness. Mr. Rusness is well-known in Fargo business circles.

T. Hunt Sterry, one of the founders of the American Tobacco Company, died recently at the age of fifty-seven years at his home in Salem, Conn.

Brokers for F. P. W. Schmitz, have leased to the Schulte Cigar Stores a corner store in what was known as the Lattimer Building, at Fulton Street and Flatbush Avenue, Brooklyn.

A record price was recently established on the Winston-Salem tobacco market when the average quotation was $18.08 a hundred pounds.

Mrs. C. B. Severn, of St. Louis, has recently purchased the Keystone Cigar store in the lobby of the Keystone Hotel in Springfield, Mo. Mrs. Severn is said to be experienced in the cigar business and will personally conduct the stand.

William A. Irvin has recently opened his new cigar store next to the B. B. theatre lobby in Albert Lea, Minn. This is the third cigar store that Mr. Irvin has opened in Albert Lea.

John J. Simmons, for the past eight years' Hartford manager of the United Cigar Stores, has been appointed district sales manager for Connecticut and lower Massachusets.

The Haas Brothers Cigar Manufacturing Company, of Cincinnati, has leased the old Fendrich cigar factory at Evansville, Ind., and expects to open a factory there soon. It is said that they may erect a factory there later.

The Cigar Manufacturers' Mold Company, Cincinnati, O., has recently been incorporated with a capital stock of $25,000. The incorporators include Philip Nordeck, G. B. Doppes, J. F. Faulkner, O. F. Bryant and C. W. Smedley.

John DeVoe and Andrew Johnson have taken over the Fond du Lac Cigar Store heretofore managed by Elmer Little. Mr. Johnson has been connected with the United Cigar stores in that city for the past three years. Mr. DeVoe has been with the T. E. Ahern store for the past eleven years.

Tampa

Made-In-Tampa Week Being Celebrated—Business Brisk With E. Regensburg & Sons—Many Orders for Corral, Wodiska Y Ca.

Tampa, September 25, 1916.

SOL GANS, of Max Gans & Son, was among the recent visitors. He has some excellent accounts here, and he seemed very well satisfied with the results he obtained before he returned to New York.

Made-in-Tampa Week starts to-day. More than forty manufacturers have prepared exhibits. To-morrow night is the big parade. While this includes all kinds of industries some of the progressive manufacturers of cigars will be represented. Thursday night there will be a masked carnival and street dancing.

L. Sanchez, of L. Sanchez & Company, has arrived at the factory. He came down from New York headquarters for a brief visit.

Angel L. Cuesta, Sr., has been in Havana looking over the crop for the past few days. He will probably return in time for the Made-in-Tampa celebration.

Business is brisk with E. Regensburg & Sons. Their tables are filling up rapidly but not fast enough to keep pace with the volume of orders which continue to increase. This will be a big year for the Regensburg brands.

Sanchez y Haya are getting their share of the fall business and there is a good demand for their brands. Orders coming to hand indicate that the holiday season will be better than for some time past.

E. J. Stachelberg has returned to Havana since my last letter. I understand that his recent trip to the States has been successful in the highest degree. He will act as purchasing agent for a number of large factories. We wish him every success.

Jerome Regensburg is back from his vacation and looks ready to do his share of work around the very busy factory.

Corral, Wodiska y Ca, are among the busy factories. Shipments are being made with all possible speed but orders come in so fast that they keep piling up. The output is steadily increasing but they still remain oversold. This condition they hope to remedy soon.

Celestino Vega, of Celestino Vega & Company, is among those who recently returned from Cuba. Mr. Vega has had his family on the Island, and his automobile. A pleasant tour was made during the visit.

"Juan de Fuca" is a brand that continues to show a steady increase. The Morgan Cigar Company reports an unusual number of large orders for the brand, for immediate delivery.

Perfecto.

Coraza Cigar Company to Change Location

According to a newspaper report the Coraza Cigar Company, Milwaukee, Wis., will shortly close its factory in that city and remove to Stoughton, Wis. Stoughton is in the heart of the leaf tobacco belt.

The removal of this factory is said to be due to a strike which has been in effect against the company's factory for some time. Members of the cigarmakers' union are said to view the move as an evidence of their success.

"CINCO" ADVANCED IS FOLLOWED BY INCREASE ON MANY OTHER BRANDS

(*Continued from page 15*)

It is generally conceded that the biggest advertising campaign in the world backed by the finest crews of salesmen cannot put over, permanently, a poor cigar. It would seem, therefore, that one proof of the quality of the leading brands will be in the maintenance of the sales of their cigars at five cents straight.

Following are letters sent out by Philadelphia cigar manufacturers regarding the increase in price on their brands:

"Philadelphia, September 15, 1916.

"We hereby advise you that the list price on our 'Cinco' cigars, after this date will be $37.50 per thousand, the terms remaining as heretofore.

"The cost of our raw materials, the prices of our supplies generally, and increase of wages just made to our cigarmakers, have greatly increased our cost of production, and we have borne these higher costs for as long a period as sound business policy will permit, and this advance is made because the burden of these increased costs is too heavy for us to bear alone, and should be shared by the consumer.

"From a canvass which we have made, we have found that it has been a custom of most retailers to sell six 'Cinco' cigars for a quarter. It is our intention, on account of the advance in price, that the 'Cinco' cigars shall be sold absolutely at five cents straight, and we are convinced that the average retailer will receive a profit at least as great, and in most cases greater, than he had when quite a part of his sales were made at six for a quarter.

"The chief merit of the 'Cinco' brand has always been its high quality, and it is proposed by us to maintain same, and we are confident that the smokers of the 'Cinco' cigar, who have been buying them at six for a quarter, would rather pay five cents straight, than have the quality lowered.

"Your earnest co-operation for your own benefit is, therefore, requested in maintaining for the 'Cinco' cigar the price of five cents straight, and a price by the box of $4.50 per hundred (100); $2.25 for fifty (50); and $1.15 for twenty-five (25) in tins.

"Assuring you of our full appreciation of your friendly interest in our goods, we are,

"Very truly yours,

"Otto Eisenlohr & Brothers, Incorporated.

Philadelphia, September 22.

"To the Trade:

"We beg to submit for your consideration the revised wholesale price on 'Havana Ribbon' and 'Philadelphia Hand-Made Perfecto' cigars, to take effect on Monday, September 25th.

"In quantities of 450, or less, $35 per M., net.

"In quantities of 500, or more, $35 per M., less 2%.

"Every possible effort has been made to avert a raise in price on our products; earlier increases in manufacturing cost were overcome by practicing the strictest economy in all departments, but late developments in the way of further substantial increases in cost of materials and labor has made longer delay impossible.

"We wish to make it clear that the increase above outlined is based entirely upon what has already happened in the way of increased manufacturing cost, and not upon what might happen in the future.

"The following notice will appear on the front of each box of cigars marketed by us, commencing Monday:

Public Notice

"'Higher cost of manufacturing and maintenance of quality has necessitated a raise in price on this cigar. Retailed at 5 cents straight assures but a small profit to the dealer.'

"Believing you will appreciate the justice of the step we have taken, we are,

"Very truly yours,

"Bayuk Brothers Company."

"Philadelphia, September 25, 1916.

"To the Trade:

"For the past year or more prices on all commodities used in the course of our manufacture have risen steadily, and now tobacco has reached a high-water mark. We have stood this increase in prices just as long as we safely could.

"We have now reached a point where we are, through sheer necessity, compelled to change our list price by eliminating entirely the discounts on the smaller quantities, and the 5 per cent. on quantities above five hundred (500). Thus, on and after Monday, October 2nd, our price list on 'Bold' cigars will be as follows:

"100 to 450 lots—($35) net (no discount).

"500 or more—($35) less 2 per cent.

"There are few who are not already acquainted with the policy of this house, that of producing and marketing the utmost in quality nickel cigars, and an even broader-minded policy of selling these goods at a price worthy of the support of the dealer, both from his own and the smoker's viewpoint. That our policy has met with success is attested to by the fact that 'Bold' is the undisputed leading nickel cigar on this market.

"In view of our consideration of you, in permitting a time allowance before the increase, we must prevail upon each and every dealer to refrain from ordering more than his regular order before the raise. We are sure that you will appreciate our efforts to please all by this action.

"As ever heretofore, we are thankful for the part that Philadelphia has stood for in our success, and we wish to assure you that we are ever aiming to have a continuance of your confidence and patronage.

"Trusting that our action shall meet with your consideration, we remain,

"Most friendly yours,

"Bobrow Brothers."

"Philadelphia, September 30, 1916.

"To the trade:

"We have reached the point in our manufacturing cost both as to material and labor that compels us to advance the price on '44' cigars to take effect on Monday, October 2nd, as follows:

"Quantities of 450 or less $35 per M. net.

"Quantities of 500 or more $35 per M. less two per cent.

"Mr. B. Lipschutz, president of the company and the originator of the '44' cigar has, as you no doubt know, been in direct touch with the manufacturing of the '44' cigar, and as there are quite a large number in the trade who have a personal acquaintance with Mr. B. Lipschutz, they will fully appreciate his efforts to have the '44' cigar one of exceptional quality and continue as such for a five cent cigar.

"We, therefore, feel that the trade would have the quality and workmanship continued rather than manufacturing the cigar smaller and quality lowered.

"We suggest to the trade that they offer the '44' cigar to the consumer at five cents straight rather than six for a quarter, which has been in force for some time past. The smoker, we believe, will appreciate the position of the manufacturer and will offer his co-operation to the dealer by preference for the '44' cigar at five cents straight with workmanship and quality maintained.

"Very truly yours,

"'44' Cigar Company, Incorporated."

"September 28, 1916.

"Announcement of Change of Price

"The increased cost of labor, tobacco and all other things entering into the cost of producing our cigars, makes it necessary for us to advance the price of the 'Counsellor' as follows:

"Under 500 lots $35 per M., no discount.

"Over 500 lots $35 per M., 2% 10 days.

"Under 1000 lots $35 per M., 3% 10 days.

"Under 2500 lots $35 less 3% per M., 2% 10 days.

"Under 5000 lots and over $35 less 5% per M., 2% 10 days.

"These prices are effective to-day.

"We wish to assure you that we have withheld increasing our prices as long as possible; that present manufacturing conditions absolutely compel the increase; that the increase is as small as possible; and that we have the sincerest regret that the necessity which forces this change does exist.

"Where it is not absolutely necessary to raise prices as in the case of the 'Flor de Manuel,' we have not done so and will not do so unless absolute necessity forces us to take the step.

"The quality of the 'Counsellor' will be maintained absolutely, guaranteeing the stability and safety of your business upon it.

"Sincerely thanking you for your past patronage and looking forward with pleasure to your favors of the future, we are, with best wishes.

"Yours very truly,

Allen R. Cressman's Sons."

Cigar Manufacturer Protests Against Invasion

The Fendrich Cigar Company has lodged a protest with the Evansville Chamber of Commerce and Manufacturers' Association against the proposed opening of a new cigar factory in that city by Haas Brothers, Cincinnati cigar manufacturers.

John Fendrich, president of the company, states that there are not enough girls in Evansville to fill the orders that his factory is receiving, and that could use five hundred more girls in the Evansville plant. He points out that in view of this situation help secured for the new factory would come from plants already located in Evansville.

The Fendrich Cigar Company has been established thirty-three years, and members of the firm feel that it should receive the first consideration at the hands of the Chamber of Commerce.

Philadelphia Notes

Warner Searle, well-known representative of the Portuondo brands, is at the home office for a brief visit, following a successful campaign in the New England States.

Mastbaum Brothers & Fleisher have recently leased to the United Cigar Stores Company, for ten years, the southeast corner of Broad Street and Girard Avenue where a new two-story building is being erected.

A certificate of corporate amendment has recently been filed by the Bright Cigar Machine Company, of Philadelphia, to increase their capital stock from $100,000 to $1,000,000.

Morris D. Neumann, of Neumann & Mayer, is in the West looking after the sales of "Bello Mundo," "White Knight" and "El Tello." The factory is handicapped in filling orders by lack of help but it is expected that this condition will shortly be remedied.

Joseph Way, of the Way-Meade Cigar Company, has recently resigned as president and director of the corporation and has severed all connections with it. W. Harry Jones has been elected to fill the vacancy created by Mr. Way's resignation.

Some of the daily papers are carrying attractive advertising relating to the "Old King Cole" cigars. They are distributed in this city by Yahn & McDonnell.

Finley Acker Company Celebrating Thirty-fifth Anniversary

The Finley Acker Company celebrates the thirty-fifth anniversary of its founding on the Fifth of October. The cigar department under the management of J. Durbin Acker is featuring some of their special brands of cigars. Attention is being directed particularly to their "Colossals" and "Club Especiales" brands, both manufactured in Key West. The "Colossal" is a little larger than a blunt while the "Club Especiales" resembles the perfecto shape but is larger.

Bondy & Lederer Put Dance Floor in Allentown Factory

That the Bondy & Lederer cigar manufacturing company is extending every effort to provide means of pleasure and comfort for its employes has been made known recently by one of the officials of the company connected with the Allentown, Pa., factory. He announced the completion of a fine dance floor, the installation of another pianola and tentative plans for the placing of a modern restaurant for the convenience of their workers.

The dancing pavilion is on the second floor of the factory and covers an area of 40 by 60 feet. It is of finely polished maple. The interior walls of the dance auditorium have been covered with a white enamel and the interior equipped with comfortable chairs.

The piano is the second to be purchased by the firm for the pleasure of their employes. The two instruments and a recently bought Victrola will furnish the dance music, the records for the latter and music rolls for the player-pianos being furnished by the company.

It is planned to place the restaurant on the same floor as the dance hall, the equipment to consist of a large refrigerator, gas cooking stoves and the necessary supply of kitchen utensils in the cooking department and tables, chairs and linoleum in the dining room.

Manufacturing Growth in United States

A PRELIMINARY statement of the general results of the census of manufactures for the United States has been issued by the Bureau of the Census Department of Commerce. It consists of a summary comparing the figures for 1909 and 1914, by totals.

The figures are preliminary and subject to such change and correction as may be found necessary from a further examination of the original reports.

The census of 1914, like that of 1909, with reference to manufactures, excluded the hand trades, the building trades, and the neighborhood industries, and took account only of establishments conducted under the factory system. In the last census also, as in that for 1909, statistics were not collected for establishments having products for the census year valued at less than $500, except that reports were taken for establishments idle during a portion of the census year, or which began operation during that year, and whose products for such reason were valued at less than $500.

The word "establishment" as used in the census reports may mean more than one mill or plant, provided they are owned or controlled and operated by a single individual, partnership, corporation, or other owner or operator, and are located in the same town or city.

The reports were taken for the calendar year ending December 31, 1914, wherever the system of bookkeeping permitted figures for that period to be secured, but when the fiscal year of an establishment differed from the calendar year a report was obtained for the operations of that establishment for its fiscal year falling most largely within the calendar year 1914.

The population of the United States at the census of 1910 was 91,972,266, and it is estimated that it was 98,781,000 on July 1, 1914.

The summary shows increases at the census of 1914, as compared with that for 1909, for all items except proprietors and firm members, for which a slight decrease is shown.

In the order of their importance, from a percentage standpoint, the increases for the several items rank as follows: Salaries, 37.2 per cent.; capital, 23.7 per cent.; salaried employees, 22 per cent.; primary horsepower, 20.7 per cent.; wages, 19 per cent.; materials, 18.3 per cent.; value of products, 17.3 per cent.; value added by manufacture, 15.8 per cent.; wage earners, 6.4 per cent.; and number of establishments, 2.7 per cent.

The capital invested, as reported in 1914, was $22,790,880,000, a gain of $4,362,610,000, or 23.7 per cent., over $18,428,270,000 in 1908. The average capital per establishment was approximately $83,000 in 1914 and $69,000 in 1909. In this connection it should be stated that the inquiry contained in the census schedule calls for the total amount of capital, both owned and borrowed, invested in the business, but excludes the value of rented property, plant, or equipment which was employed in the conduct of manufacturing enterprises. In the final bulletins and reports the rental paid for such property will be shown separately.

The cost of materials used was $14,368,089,000 in 1914, as against $12,142,791,000 in 1909, an increase of $2,225,298,000, or 18.3 per cent. The average cost of materials per establishment was approximately $52,000 in 1914 and $45,000 in 1909. In addition to the component materials which enter into the products of the establishment for the census year there are included the cost of fuel, mill supplies, and rent of power and heat. The cost of materials, however, does not include unused materials and supplies bought either for speculation or for use during a subsequent period.

The census inquiry does not include amounts paid for miscellaneous expenses, such as rent of offices, royalties, insurance, ordinary repairs, advertising, traveling expenses, or allowance for depreciation.

The value of products was $24,246,323,000 in 1914 and $20,672,052,000 in 1909, the increase being $3,574,271,000, or 17.3 per cent. The average per establishment was approximately $88,000 in 1914 and $77,000 in 1909.

The value of products represents their selling value or price at the plants as actually turned out by the factories during the census year and does not necessarily have any relation to the amount of sales for that year. The values under this head also include amounts received for work done on materials furnished by others.

The value added by manufacture represents the difference between the cost of materials used and the value of the products manufactured from them. The value added by manufacture was $9,878,234,000 in 1914 and $8,529,261,000 in 1909, the increase being $1,348,973,000, or 15.8 per cent. The value added by manufacture formed 40.7 per cent. of the total value of products in 1914, and 41.3 per cent in 1909.

The salaries and wages amounted to $5,367,249,000 in 1914 and to $4,365,613,000 in 1909, the increase being $1,001,636,000, or 22.9 per cent.

The number of salaried employees was 964,217 in 1914, as compared with 790,267 in 1909, making an increase of 173,950, or 22 per cent.

The average number of wage earners was 7,036,337 in 1914, and 6,615,046 in 1909, the increase being 421,291, or 6.4 per cent.

The maximum number of wage earners (7,242,752) for 1914 were employed during March, while the maximum number (7,006,853) for 1909 were employed during November. The minimum number of wage earners (6,640,284) reported for 1914 were employed during December and the minimum number (6,210,063) for 1909 were employed during January.

Ontario Tobacco

Ontario tobacco farmers grow some 7,000,000 pounds of the soothing weed a year, and the rapid expansion during the last few years has necessitated the appointment of tobacco experts thoroughly familiar with all branches of the industry. The Dominion Experimental Farms Tobacco Division has appointed three experts from the tobacco belt of the United States. One will take charge of the laboratory at Ottawa. A second is specially charged with the investigation of the tobacco soils of the various tobacco districts, and with problems of culture, fertilization, and curing of the tobacco crop. Making investigations regarding the varieties best suited for Canadian climate and market, the best methods of handling tobacco crops under the conditions existing in Canada, and investigating all problems connected with the production of tobacco will be the care of the third. The assistance of these experts will be available to any farmer.

Harry Prochaska to Head Frankau Label Department

HARRY PROCHASKA, well known in the cigar label trade in the United States, has assumed charge of the cigar label department of A. Frankau & Company, Limited, who have recently become selling representatives of Heywood, Strasser & Voight.

At the headquarters of the Frankau firm, 129 Fifth Avenue, enough stock will be carried to meet the immediate demands of their customers. The new arrangement will enable A. Frankau & Company to carry accounts in the same manner as if the business were carried on direct with the lithographers.

Profit-Sharing Plan for "United" Clerks

Employes of the United Cigar Stores Company will be the beneficiaries of a new profit-sharing plan adopted by the corporation, which will enable them to share in the success of the business. According to an announcement of George Wattley, treasurer of the company, shares of the common stock will be made available on a partial payment plan.

The employes are to be allowed to subscribe to an amount of not less than 25 per cent. nor more than 50 per cent. of their annual salaries. All receiving less than $5000 a year are eligible.

The company feels that with more than a thousand stores scattered throughout the country it will be better represented by actual stockholders in the business—that the public and the company will benefit along with the employes.

All employes who subscribe to this new plan are to pay for their stock $1 per share a month. At the end of each year the United will gratuitously add $2 per share toward the payment and credit the employe with the usual dividends. This makes the stock cost the employe around $60 a share, complete payment covering a period of five pears. This stock was quoted on the exchange recently at 102, and annually pays 7 per cent. dividends.

British Government Modifies Tobacco Regulation

According to a cablegram recently sent by the American Consul General regulations for the importations of tobacco into Great Britain between June 1, 1916, and May 31, 1917, have been amended so that importers of cigar tobacco may obtain import licenses based on their average imports for 1913, 1914, and 1915 instead of for 1915 only.

American growers had declared that the original regulations would ruin their business. The original regulations governing imports of cigar tobacco between June 1, 1915, and May 31, 1917, were based on the amount that the importer had received in 1915, a war year in which imports were small. The new order, according to the Department of Commerce officials, give authority for practically normal imports of American tobacco into Great Britain.

Fire recently damaged the cigar store of Jacobstein Brothers, at 286 North Street, Rochester. The loss was $300.

Heard on Broadway

Matthew Berriman, who has been in Tampa, recently returned to Broadway headquarters.

J. M. Dixon, of the Tobacco Products Corporation, left town recently for a visit to Richmond.

A. J. Lachman, of the West Indies Cigar Company, has sailed away to Porto Rico for a brief trip.

Oscar Veit's efforts about town in behalf of the Gans Brothers' brands are bringing some healthy orders to the factory.

A recent visitor to the Cincinnati trade was C. H. Guerin, of Bubeck & Guerin, the widely known humidor manufacturers.

Albert Freeman, of S. J. Freeman & Sons, leaves October 1, for a trip through Pennsylvania in the interest of the La Flor de Intal brands.

A. V. Jockel, vice-president of the Ruy Lopez Company, has left on an extended business trip which will take him as far as the Pacific Coast.

Harvey Hirst, the genial sales manager of Bayuk Brothers, was confined to his home with a slight indisposition the early part of the week.

Joseph M. Gans is on a Western trip in the interests of the firm's goods. "La Muna" is proving a good duplicating brand, according to retailers who handle it.

George A. Georgopula & Company, cigarette manufacturers for many years at 108 Broad Street, has recently leased the four-story and basement building at 15 South William Street.

E. M. Freeman, of Sidney J. Freeman & Sons, will leave town about October 9th, for a Western trip. The brands handled by this firm are duplicating nicely according to S. J. Freeman.

The Manila Commercial Company, 45 Broadway, has been notified that the factory has shipped 1,995,000 cigars on the U. S. Transport "Logan." The steamer is due to arrive in San Francisco about October 15th.

Helbron & Miller, New York cigar manufacturers, have leased from George Nies with the privilege of buying at the end of four years, the factory building in Denver, Pa., recently occupied by Imhoff & Company. A large force of hands is expected to start work immediately.

Effect of Tobacco on Health

THE effect of tobacco on the health is a subject that has been and is widely discussed. The antis try to prove that to use tobacco is the shortest way to a halo or a pitchfork, the reward depending entirely upon the manner in which we conduct ourselves and our affairs in this sphere.

Manufacturers in the tobacco industry make no such broad claims on behalf of their favored product. The sensible ones realize that if they operate sanitary factories and use good materials, the harm done by smoking will depend largely on the physical make-up of the consumer.

None of the manufacturers in their advertising urge incessant smoking. They are not anxious to benefit the undertaking business at the expense of patronage. The experience of thousands of smokers is that moderate smoking has very little effect on the system.

Doctors have mixed themselves up in the controversy to a very large extent. Those interested mainly in getting in the public eye emit grave warning; those scientifically disposed spend more time in the laboratory and less at dictation, and thereby fail to get their name in twenty-four-point bold-face. The conclusions of the latter are generally less radical than those of the former and many of them fail to find sufficient evidence to warrant any attack at all. Not a few have found that tobacco has its virtues as well as its faults.

Those eminent authorities on the Divine Right of Kings, Emperor William of Germany and King George of England, both appreciate and smoke good cigars. For the Kaiser has his favorite cigars made in an Havana factory at a cost of ninety cents each, while King George of England secures his from the same source at a cost of about sixty cents each.

Among the connoisseurs of cigars will be found hundreds of doctors. Many of them do not smoke; not because they think it is harmful, but because it is not always pleasing to certain of their patients.

One point that the antis never fail to make is the dreadful effect of nicotine on the human system. Believing that there might be something in this, several governments have authorized experiments to see if the amount of nicotine in tobacco could not be reduced. This work has resulted in the production of plants bearing leaves with only a fractional amount of nicotine present, but this method has not yet succeeded in eliminating it entirely.

However, there have been methods found by which the nicotine can be artificially removed. In discussing the effect of tobacco on the system, the New York "Sun" has the following to say:

"The latest experiments, so ably conducted by Garginale, demonstrated beyond doubt that 'denicotinized' tobacco produces effects in animals that are similar to those of ordinary tobacco. His exact words are: "'No difference is observable between the action of ordinary cigars and cigars which have been deprived of their nicotine.' In both cases, he adds, no injury to the organs of the body could be discovered. It appears, however, that excessive smoking has a deleterious effect on the blood, producing anaemia; but here again no difference between the two kinds of tobacco could be established.

"Putting aside forebodings as to the future of the race, it is quite evident that some clear thinking is required. A wave of real abstinence in alcohol is passing over the world, but it does not need much economic insight to realize that the force expended is transitory and is likely to be succeeded by a severe reaction. From a sanitary point of view the prohibition of alcohol has promoted the legitimate consumption of tobacco. This fact is the more impressive because governments and manufacturers have found that the drawbacks to the plant can be largely obviated by a good tobacco and a good environment for workers. A similar conclusion will probably be formed by those who study the manufacture of cigars and cigarettes.

"To one curious to understand later developments in the science of nicotine no work could be more instructive than the study of the health of tobacco workers, for it is a study of tobacco from start to finish, of tobacco in its green and dry state, a series of professional experiences, the most real of all, from the lives of a huge body of men and women workers variously sensitive to the effects of the plant in its natural and manufactured stages. In short, such a study consists of a sequence of facts not resting upon far reaching theories with regard to the future of humanity nor upon hypotheses which cannot be satisfactorily settled except by greater knowledge than we now possess. The effect of tobacco upon workers is a matter of which all governments must take cognizance, when tobacco is being consumed on an unexampled scale and when the lives of workers are the life of a nation.

"The inquiry resolves itself into three divisions: (1) the number of workers, (2) the factory conditions affecting the health, and (3) the measures, in addition to the maintenance of a flourishing industry, by which the quality of tobacco can be secured and the dangers of nicotine avoided. Under the first head are included such questions as the age and sex of workers, the kind of employment, cutting, sorting, handling, rolling, &c., and the proportion of women workers, for it is often asserted that the health of women is more affected by tobacco than is the health of men.

"According to Kober, the Federal authority, the number of tobacco workers in the United States in 1905 was 159,408, of whom 57,174, or 42.3 per cent., were women, and 5,274 or 3.9 per cent., were children under 16 years of age; 130,318, or 85 per cent. of the workers, were engaged in the manufacture of cigars and cigarettes, 23,044 in the manufacture of chewing and smoking tobacco, and 946 in the manufacture of snuff.

"In France the proportion of women employed is much higher. In the Government factory at Issy, out of 1200 workers 1000 were women. Dr. Dowling, an American physician, has described the excellent health of these women, which he contrasts with the anaemic appearance of so many American workers.

"Formerly nothing was more characteristic of the effects of tobacco than anaemia, but even this alteration of health is becoming less and less common with the improvement of manufacture. The employment of children is prohibited by the French Government. It is, of course, a pity to employ young children in a tobacco factory; they are more easily affected by the fumes of drying tobacco than adults.

"Dr. Dowling's observations are confirmed by those of Sir Thomas Oliver on British and Spanish workers. These people, especially the women, were robust and healthy. He noticed no signs of anaemia. He writes: 'In neither the French and Spanish factories nor in those of Great Britain have I witnessed anything to lead me to regard the manufacture of tobacco as an unhealthy occupation.' ('Diseases of Occupation,' p. 263.) In French factories 16,660 workers were employed, of whom 15,000 were women. The fine physique of these women was striking, and is wholly at variance with the theoretical observations of the Italian school of medical men, who cannot be acquitted of slight exaggeration in their accounts of the effects of tobacco on the female organization.

"Thiele in his recent work ('Der Einfluss der Erwerbs-und-Arbeitsverhaltnisse der Tabakarbeiter auf ihre Gesundheit,' Berlin, 1913) has conclusively shown that the modern circumstances of tobacco manufacture have greatly diminished the incidence of disease. The older figures are also refuted by the statistics of the Austrian Government published in the 'Zeitschrift fur Gewerbe-Hygiene,' 1909, Vol. 16, pp. 1 to 49. The death rate among 39,000 workers from 1904 to 1906 was 0.83 per cent., as compared with a death rate of 0.89 per cent. among all other workers. Sick reports were below the average. Beyond doubt the low mortality is due to better hygiene.

"On this subject a complete and trustworthy report was published by the Italian Government a short time ago. Dr. Celli and Dr. De Blasi, the authors of the report, show how a modern factory is organized and equipped. The chief source of danger, as might be expected is plainly a nicotine-laden atmosphere. Dust, another danger, is obviously closely related to the first.

"It is found that a certain proportion of humidity in the air, a proportion determined daily by experts in the laboratory of the factory, is a means of avoiding or lessening the quantity of nicotine and dust. A special apparatus invented by Kastner in France, a system of tubes carrying air and moisture, and turbine atomizers and ventilators is used.

"Briefly, it was proved that by the action of these tubes the proportion of humidity was kept at the desired level; so, too, the barometric pressure, temperature in summer and quantity of carbonic acid gas. As regards humidity two preliminary difficulties must be overcome.

"There must be a definite relation between the humidity and temperature. A little more than 70 at 25 C. degrees of heat is both unhealthy and uncomfortable; a little less leaves the workers unprotected or insufficiently protected. Healthy limits are between 62.2 and 76.8 of humidity at ordinary temperatures.

"Though tobacco, or rather tobacco smoke, has a protecting influence against disease, as, for example, during the cholera epidemic at Hamburg, in which no cases occurred among tobacco workers, it must be admitted that machinery is the best method of regulating the quantity of dust and humidity in a factory. Machinery is the greatest factor in protecting the health of tobacco workers; machinery reduces the dangers of absorbing nicotine through dust, through sorting, blending, fermentation and rolling of the leaves.

"In America now the work of granulating, shredding, packing and dust removal is mostly done by machinery. The rolling of cigars and cigarettes once presented many difficulties of a sanitary kind, and the health of workers, especially cigarmakers, suffered in consequence. But now 85 per cent. of the cigars manufactured are made by machinery. Thus the improvements which have been put in force in modern factories have been successful in improving the health of workers.

Cigar Store Company Guarantees Eight Per Cent.

The Menke Cigar Stores Company, recently incorporated in Delaware, doing business in Paris, Ill., is offering its stock for sale at $10 a share according to a newspaper report. An advertisement in a local newspaper calls attention to the fact that the articles of incorporation guarantee a dividend of eight per cent. It is planned by the company to open a number of stores similar to the one doing business in Paris.

Deaths in the Trade

Paul Schulte

Paul Schulte, a cigar manufacturer at 47 Cedar Street, Brooklyn, died recently in his fifty-seventh year. The deceased was born in Germany. He is survived by a widow and five daughters.

Samuel W. Dayton

Samuel W. Dayton, a cigar manufacturer of New Orleans, La., died recently in the Tuoro Infirmary. He was widely known as an independent cigar manufacturer. His factory was located at 1521 Canal Street, New Orleans.

Stephen O. Black

Stephen O. Black, a cigar manufacturer of Three Rivers, Mich., was instantly killed, recently, when an automobile in which he was riding struck a telephone pole and turned over, crushing him beneath it.

Mr. Black was thirty-four years old. He is survived by a wife and four children.

Charles A. Weymouth

Charles A. Weymouth, a pioneer settler and resident of Detroit for more than half a century, and for many years in the tobacco business in that city, died recently after an illness of about a month.

Mr. Weymouth came to Detroit in 1852 and opened a cigar store on Woodward Avenue on the present site of the Siegel store. Later he became associated with D. M. Ferry & Company.

The deceased was eighty-four years old. He is survived by two sons.

Adolph Herman

Adolph Herman, for more than forty-five years a tobacconist of Davenport, Ia., died recently at his home in that city as a result of cancer of the stomach. He conducted a wholesale tobacco business and traveled much of the time.

The deceased was born in Jastrow, Germany in 1846. He came to the United States in 1865. He took up his residence in Davenport in 1871.

A widow, three sons and one daughter survive.

Ferdinand Klene

Ferdinand Klene, a pioneer business man of Quincy, Ill., and a well-known manufacturer of cigars, died recently at his home after a long illness.

Mr. Klene was born in Hanover, Germany, in 1835. He came to the United States in 1852. In 1869 he began the manufacture of cigars at 127 South Fourth Street, Quincy, and has continued at that location ever since. Associated in business with him were his two sons, Ferdinand, Jr., who died about two years ago, and Harry A., who continues the business.

One son survives.

Fire which started from an unknown source recently damaged the cigar store of McInerny & Doran, 126 West Washington Avenue, South Bend., Ind., to the extent of $25,000. The loss is partly covered by insurance. Cigars, tobacco and perishable stock located in the basement were ruined by either smoke or water.

The Tobacco Crop in Bahai

Tobacco, after cacao, is the most valuable crop produced in this district, having last year formed about 25 per cent., of the total exports from Brazil. Bahai is the only State in Brazil that grows the plant to any extent, producing 95 per cent. of the country's entire output. Exports alone average about 60,000,000 pounds, worth between $5,000,000 and $6,000,000 per annum, without counting the large amount consumed within the country. The total production, therefore, is about the same as or greater than that of Cuba; and, after the tobacco from that island, it is regarded in Europe as of higher quality for blending and use as filler than any other in the world.

Apart from the leaf exported, about 60,000,000 cigars and 400,000,000 cigarettes are annually manufactured in Brazil for domestic consumption. Of these about 37,000,000 cigars and 17,000,000 cigarettes were shipped to other parts of Brazil in 1915.

The crop is harvested between August and January; but, since double export duties are levied on any leaf exported before March 1st (succeeding the harvest), in order to insure the exportation of only ripe, well-cured stock, shipments begin only after that date. The quantity and value of leaf tobacco exported from Bahai during the last five years are shown in the following table:

Year.	Bales of 154 pounds.	Value.
1911	259,360	$3,621,511
1912	339,240	4,382,118
1913	362,198	5,074,767
1914	374,038	4,613,674
1915	377,929	3,675,107

The above values are for tobacco in the Bahai market, and not f. o. b. vessel after payment of export duties and shipping expenses. The f. o. b. value of the Bahai crop in 1915 was $5,436,393.

In normal years, before the war, about 40 per cent. of the tobacco exported from this State was shipped to Hamburg, 40 per cent. to Bremen, and 17 per cent. to Argentina. In 1914 and 1915 the quantities in bales of 154 pounds sent to different destinations were as follows:

Exported to.	1914. Bales.	1915. Bales.
Other States in Brazil....	2,168	9,300
Uruguay	9,260	3,204
Argentina	44,987	106,796
United States	2,782	28,571
Great Britain	2,328	3,292
Spain		22,088
France	36	81,444
Denmark		9,492
Norway		931
Belgium	162	
Netherlands	970	61,065
Portugal	11,696	48,746
Sweden		3,000
Germany	299,649	
Total	374,038	377,929

Shipments in 1914 were normal, as the crop was practically all disposed of during the first half of the year.

It is believed that all of the tobacco sent to the United States during the last two years was for temporary storage, to avoid the tobacco worm so prevalent here, and to await advantageous conditions for re-export to other countries. The large increases in the exports to other countries were, as to a large extent in the case of cacao, due to the fact that markets that had formerly been supplied from Hamburg and Bremen this year received the leaf direct.

Tobacco merchants say that consumption is larger than ever before, and prices therefore high, owing in great part to the fact that men in the armies, under the strain of military duty, use more tobacco than when engaged in ordinary civilian pursuits.

The first sales of the 1914-15 crop were made at the rate of about $2.50 per arroba of 33 pounds f. o. b. vessel at this port, from which they rose gradually to $3.75 and $4.25 at the end of the year. These prices were maintained until April and May, 1916, when they rose to around $6.25 per arroba, or 19 cents per pound.

The 1915-16 crop, now being sold, may not exceed 250,000 bales, but this small amount is being largely compensated for by excellent quality and very high prices.

(An article on the Brazilian tobacco industry appeared in "Commerce Reports" for January 10, 1916.)

Hungarian Cigarette Famine

A Budapest correspondent mentions an inconvenience in the shortage of tobacco. Cigarettes have been practically unobtainable in the ordinary way in Hungary for the last three weeks, and most of the tobacconists have closed their shops. In order to get cigarettes with any certainty, one has to be much in the favor of the state factory, but that is the privilege of the few, and ordinary individuals have to go without. Last week it took three hours of search in one case to get ten cigarettes, but this week one might spend the whole day in finding that number. The cigarettes which a few months ago cost six cents for twelve now sell at fifty cents a dozen, and only in few localities are they obtainable at that price, while in other places people have paid $2.50 for a dozen cigarettes. The shortage of tobacco is a serious thing for the soldiers at the front, who are getting a kind of rough pipe tobacco from the state once a week; but they have not been supplied with cigarettes at all for many weeks past. They say the first thing they do with the Russian and Italian prisoners who happen to fall into their hands is to search their pockets for cigarettes, and this hope of finding some on the prisoners stimulates their ambition to catch as many as possible.

Lancaster Leaf Prices Soar

Lancaster, Pa.

Leaf tobacco grown in Lancaster County was sold recently for twenty-two cents a pound, and because of the scarcity of all goods it is predicted that this figure will be exceeded. Local packers are buying heavily of this year's crop. Fully seventy-five per cent. of the new crop has been contracted for in some form or other, and most of it has been cut. That sold a few weeks ago averaged fifteen cents a pound for wrappers and five cents a pound for fillers, but last week's sales averaged sixteen and seven cents. Many growers refuse to sell at these figures and are holding their crop for eighteen and twenty cents for wrappers and seven and eight cents for fillers. The packers are giving sixteen and seven cents, but they are bulking at higher prices. The tobacco in the sheds appears to be curing satisfactorily.

The Waltham Smoke Shop has recently opened at 131 Moody Street, Waltham, Mass., with Morris and Philip Chansky as proprietors.

Condition of Tobacco Crop

Tobacco has continued the improvement noted last month, having been generally favored in its growth and in conditions for harvesting and curing. The September 1 forecast is for a crop of 1,224,000,000 pounds, 27,000,000 pounds more than estimated on August 1, 163,000,000 pounds in excess of last year's crop and 232,000 above the five-year average. As much of the crop had been harvested on the date of the report, last month's probability, that this year would show the bumper record for this crop, is now practically a certainty. Conditions for harvesting and curing have been exceptionally good. Some little hail damage was experienced in New England, but the crop there made during July and August a phenomenal growth and is now near normal. The New York crop is much improved by the warm weather and showers of August and will make a fair crop if not caught by frost. The Pennsylvania crop is late and has been hurt some by drought and hail. The early crop in Maryland was fine and is harvested. The late crop suffered some from dry, hot weather and the leaves are short. In Virginia and South Carolina the crop held its own; in North Carolina it declined slightly; in Ohio it improved materially, the Burley being best; in Indiana the condition is unchanged, the crop being spotted, some sections suffering from drought and others improving under the beneficent effects of local showers. The Wisconsin crop was slightly improved, being particularly fine and the best for years in the more northern districts, though not so good in the south. In Kentucky an unusually large percentage has been housed under conditions ideal for curing, no barn burn being reported. While all sections of that State report high figures, the One-Sucker, Burley and Stemming districts show degrees of excellence in the order given. In districts suffering from lack of moisture, the plant is said to be small but producing a heavy leaf. Its condition is phenomenal in sections favored with proper moisture supplies. In the western section where conditions were poorest last month, showers and heavy dews have improved the plant. The gain reported this month for the United States occurred in Kentucky principally. In Tennessee the crop is being rapidly housed. It has a good appearance and is a superior crop, although ripening somewhat prematurely where moisture was lacking.

Durham Tobacco Factories Increase Output

Twenty-eight additional cigarette manufacturing machines and a force of 150 extra operators have been installed in the Durham factory of the American Tobacco Company. The manufacture of the product in Durham has increased 150 per cent in thirty days and offers are outstanding for 150 inexperienced or seventy-five experienced helpers. Express consignments of machinery have been billed from New York city to supply the expansion programme.

Authorities of the "Bull" factory would not confirm the story that the New York plant of the American Tobacco Company would be transferred to Durham. Essentially, the story claimed that the company, rather than submit to the demands of 7000 cigarette strikers, would deprive New York of this big plant. Durham and Richmond were the cities named in the removal scheme.

Durham will likely share in the general increased manufacture of cigarettes placed upon it by troubles in the New York office. Rush shipments, consigned by express, and an advertisement by the "Bull" factory for additional help are coincidents which have evidently started the rumor of New York's plant coming Durhamward. The Durham factory is working overtime to supply the extra demands placed upon it.

WISCONSIN TOBACCO CROP

(Special to Tobacco World.)

Janesville, Wis., Sept. 21.

Southern Wisconsin tobacco growers have been busy this week harvesting their frosted crops. Conservative estimates place the amount of tobacco which was damaged by three successive hard frosts, the last one on Sunday night, September 17, at 3000 acres.

Although many fields were badly blackened by the low temperatures, practically all of the damaged leaf will be placed in the curing sheds. Most of the crops had been purchased previously, a large majority of them by the American and United, under so-called blanket contracts under which the buyer takes the risk. Prices ranged from ten to twelve and fourteen cents straight. Since the frost the buyers have been covering the country telling farmers how the crop should be handled and assuring them in most instances that the terms of the contracts would be lived up to strictly.

The demand for this year's leaf is so brisk, that dealers have been out buying up frosted crops which had not been previously contracted for, although the acreage which had not been sold prior to last week, was unusually small for this season of the year. Prices for frosted tobacco purchased lately are said to have been as high as ten cents.

Wisconsin tobacco is exceptionally sound, this year, with a heavy leaf averaging around twenty to twenty-four inches in length. Early crops which were safe in the sheds before the frost struck, are curing rapidly and with good color and will be in big demand according to persons familiar with the tobacco market. Practically all of these crops have been purchased at high figures.

Present indications are that between 10,000 and 12,000 cases of Wisconsin leaf will be packed in Janesville this winter, and an amount about equal in Edgerton. The bulk of the Wisconsin crop will probably be shipped out of the state for handling, according to indications. G. L. M.

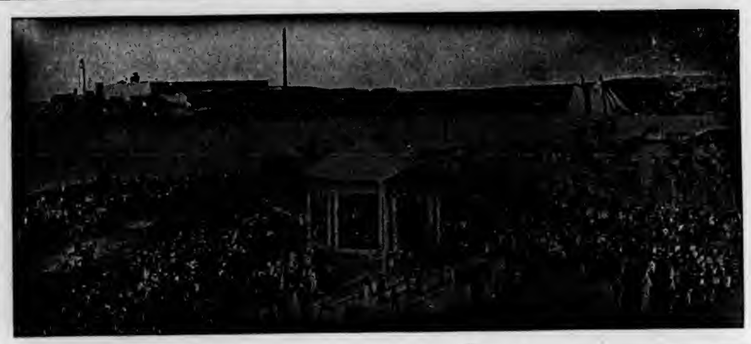
Columbus Loses Out To Tibetans

It is generally supposed that tobacco was unknown in the old world until after the discovery of America. But there is excellent evidence that it was known and used in Tibet as early as 377 B. C. In a note to an article in the Geographical Review Dr. Berthold Laufer of the Field Museum of Natural History, Chicago, writes as follows:

"Among the many curiosities of the Tibetan English dictionary, published in 1902 by Sarat Chandra Das, the well-known Bengali student of Tibetan and explorer of Tibet, we read that the evil drug tobacco (in Tibetan thama-kha) appeared in ancient time about 100 years after the death of Buddha, which would yield the date 377 B. C., and that mention is made of tobacco also in the writings of a lama who is dated in the twelfth century, A. D.

"In 1908 I enjoyed the privilege of spending several months in Lassa villa, the house of Das, in Darjeerling, and when one evening, in the course of a learned conversation with him, I ventured to draw his attention to this chronological anomaly and the post-Columbian introduction of tobacco into Europe and Asia he replied, 'This is your tradition, and that (pointing to the passage in his dictionary) is our tradition, and our traditions certainly are as good as yours.'"

Walter C. Krout, a wholesale cigar dealer of Detroit, Mich., has recently filed a petition in bankruptcy. His schedule of liabilities totals some $6700 while his assets are listed at $670.



The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, September 23, 1916.

BUSINESS in our leaf market has kept fully up to its previous activity during the past fortnight. Particularly American manufacturers have operated well notwithstanding the prevailing high prices for our leaf. This evidently shows, that there are not many old stocks in the hands of manufacturers or dealers in the North. To be sure, business has not come up to the standard of former years, when the crop was larger and prices were lower, but this was to be expected. Our cigarette manufacturers have not stocked up as much as during the past previous fortnight, but this signifies only, that they are in no hurry to accumulate enough of the raw material, to supply all their wants during the coming twelve months, as there is no competition on the part of the European exporters this year. The sale of Oriente leaf for the Spanish Regie was made some time ago, but not having been reported, we had to write it off this time. Business for the South American republics is only moderate, although more so on account of the scarcity of the suitable leaf, than for want of any inquiries.

During the month of October, usually the trade in the heavy qualities of Vuelta Abajo and Remedios starts in, but it remains to be seen yet, whether the manufacturers are prepared to come here early this year, or whether they may delay their coming, thinking possibly, that by so doing they might purchase more advantageously later on in the season. As far as Vuelta Abajo and Partido is concerned all escogidas will finish next month, while Remedios may not be all packed until the month of December, as there is a scarcity of labor in the Santa Clara province.

While a good and large crop will be sorely needed during the coming year, we beg to warn intending buyers not to make themselves any illusions that this is going to happen for sure, even if the vegueros feel bullish and may intend to plant a large crop, owing to the prevailing high prices. As far as Vuelta Abajo and Partido is concerned, the facts are that a good many fields are now dedicated to the culture of sugar cane, and that there is a great scarcity of labor for the tobacco planters.

To plant sugar cane is a surer crop and which leaves large profits, while tobacco is always more or less uncertain, owing to the uncertainty of the atmospheric conditions, during its growth and while in the curing sheds. The sugar planters are paying higher wages, and this in combination with the exodus of the poor people from the Vuelta Abajo to the eastern provinces, during the last few years, and the opening up of copper mines, has caused a great scarcity of labor for the remaining vegueros. Besides the cost of fertilizers has advanced considerably, also cheesecloth and many other articles, which the veguero needs, therefore taking into consideration everything, the cost of production is bound to be higher than ever, and it would be folly to dream of lower prices to any extent, during the coming year, even if Nature should empty her horn of plenty, this coming season, upon the laborious veguero. Lower prices could only be looked for after two large crops in succession, and when there should be a large remnant of leaf unsold in our warehouses, or in the hands of farmers.

Everything speaks in favor of, there being not a bale of tobacco left over unsold, in first hands, of last year's crop, long before the next new crop could reach our market, and we should not be at all surprised to see much higher prices all round early next year.

Sales during the past fortnight totaled 14,254 bales, which are represented by: Vuelta Abajo and Semi Vuelta, 4318; Partido, 5151; Remedios, 3230; and Oriente, 1555 bales.

Buyers were: Americans, 7510; exporters to Europe (Spain), 1555; shippers to the South American republics, 744; and our local manufacturers of cigars and cigarettes, 4445 bales.

Receipts of Leaf Tobacco from the Country

For two weeks ending Sept. 15, 1916.		Since Jan. 1, 1916.	
Vuelta Abajo	14,903 bales	110,820	bales
Semi Vuelta	1,895 "	12,943	"
Partido	3,726 "	19,098	"
Remedios	13,526 "	79,096	"
Oriente	804 "	6,416	"
Total	34,854 "	Total 228,373	"

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Charles Kaiser, of Kaiser & Klug; S. Ruppin, of S. Ruppin, Inc.; Henry Oppenheimer, of H. Oppenheimer & Company; and Eladio Tejeira, of Eladio Tejeira.

From Tampa: J. W. Roberts, of J. W. Roberts & Son; Jose Lovera, of Jose Lovera Company; Salvador Rodriguez and S. Ronchazo, of Salvador Rodriguez (owner of the renowned Charles the Great factory), Angel L. Cuesta, of Cuesta, Rey & Company; and Francisco Arango, of Francisco Arango & Company.

From Chicago: Julius Fernbach, of Julius Fernbach & Company; Ben Rothschild, of Rothschild, Sons & Company; Benito Martinez, of Benito Martinez & Company ("El Contesto") and Celestino Puente, of Celestino Puente & Company (makers of "El Pinto" and "El Noble" cigars.)

From Los Angeles, Cal.: Ben S. Jarrett, president of the San Elmo Cigar Company.

Departures—To New York: Richard Sichel, Manuel Rodriguez, Emilio Suarez, Charles Kaiser, Ernest Ellinger, Antonio Allones and Pablo Perez.

To Tampa: J. W. Roberts.

To Chicago: Harry Landfield, Peter Wohl, Fred. Meyer, Ben Rothschild and Julius Fernbach.

To St. Paul, Minn.: D. Murphy and W. Holman.

To San Francisco, Cal.: David Frankel.

To Los Angeles: Ben S. Jarrett.

To Key West: Fred Davis.

Leaf Tobacco

Fred Davis, of Sam. I. Davis & Company, of Tampa, Key West and New York, has purchased as extensively as ever, during his stay here.

Herman Upmann, the senior partner of H. Upmann & Company returned from his trip to the United States, in the best of health and in fine spirits, as their banking business is as flourishing as ever.

Edgar J. Stachelberg returned here this week, and has taken an office at 65 Cuba Street, although his warehouse is at 125 Prado.

Leslie Pantin, accompanied by his family, arrived here on Friday evening, while Leslie Pantin, Jr., made his appearance a few days earlier already.

The principal sellers were: Leon, Delgado & Company, 1506 bales; Rodriguez, Mendez & Company, 1500; Selgas & Company, 1314; Muniz Hnos, 1105; Aixala & Company; 1014; Jose C. Puente & Company, 600; Jose F. Rocha, 591; Manuel A. Suarez & Company, 250; I. Kaffenburgh & Sons, 200; and others of less importance.

The principal buyers were: Mark A. Pollack for his customers—Frankel, Gerdts & Company, from 1200 to 1300 bales; Hart & Murphy, 500; Ben S. Jarrett, 450; and Landfield, Steele & Company, 350; making a total of 2550 bales—the Cuban Land and Leaf Tobacco Company, 2500; Walter Sutter & Company, 1068; B. Rosenblueth, 800; J. W. Roberts & Son, 750; Kaiser & Klug, 450 bales, and some others.

Ernest Ellinger made some heavy purchases for his customers, while here, and the chief one of them was Fred Davis, although we could not ascertain the exact quantity.

Shippers above two hundred bales of leaf tobacco, during the last two weeks were:

Sobrinos de A. Gonzalez, 1555 bales; Walter Sutter & Company, 975 bales; Leslie Pantin, 868 bales; Ernest Ellinger & Company, 776 bales; Virgilio Suarez, 677 bales; Cuban Land and Leaf Tobacco Company, 625 bales; Manuel Suarez, 545 bales; Allones Limited, 354 bales; J. Bernheim & Son, 338 bales; Manuel A. Suarez & Company, 319 bales; G. Arostegui, 315 bales; Jose Suarez & Company, 278 bales; I. Kaffenburgh & Sons, 264 bales; M. A. Gunst & Company, 252 bales; Michaelsen & Prasse, 248 bales.

Cigars

Business in August last has not been as good, as during the same period of 1915, as we lost in our exports nearly 900,000 cigars, and further details of which can be readily seen by the statistics, as published by "El Tabaco" semi-monthly, and condensed by us for each month. While we still had a surplus of a trifle of over one and one half million of cigars at the end of August, as compared with the eight months of last year, we fear however, that 1916 will be behind 1915 upon the thirty-first of December.

Exports from Aug. 1 to Aug. 31, 1916	8,535,268	cigars
" " " 1 " " 31, 1915	9,425,479	"
Decrease during August, 1916	890,479	"

Increases by countries in August, 1916, as compared with August, 1915:

Denmark	412,000	cigars
Argentine Republic	275,523	"
Australia	148,763	"
Gibraltar	53,500	"
Sweden	34,800	"
China	33,100	"
Canary Islands	24,366	"
Uruguay	20,500	"
United States of Colombia	17,875	"
France	13,650	"
Greece	13,500	"
Total	1,047,577	"

Decreases by countries in August, 1916, as compared with August, 1915:

Great Britain	1,044,771	cigars
United States	553,585	"
Netherlands	86,025	"
Bolivia	76,000	"
Canada	48,550	"
Italy	45,500	"
British Africa	31,825	"
Peru	31,000	"
Spain	28,305	"
Chile	11,900	"
Total	1,917,461	"

Exports from Jan. 1 to Aug. 31, 1916	77,131,428	cigars
" " " 1 " " 31, 1915	75,557,521	"
Increase during the first eight months of 1916	1,573,907	"

Increases of the ten principal consuming countries, which last year imported from us over one million cigars, during the first eight months of 1916, as compared with the same period of 1915:

United States	4,737,125	cigars
Denmark	1,221,450	"
Chile	1,195,507	"
Argentine Republic	1,054,908	"
Australia	690,416	"
Spain	556,716	"
Canada	95,925	"
Total	9,562,074	"

Decreases during the same period:

Great Britain	7,849,891	cigars
France	725,580	"
Netherlands	195,515	"
Total	8,770,986	"

Romeo y Julieta has seated another hundred cigarmakers additional in its factory, and is now making a daily average of 75,000 cigars, thus showing that business is as good as ever, during the approaching holiday season.

H. Upmann is working normally at this season of the year, as there are enough smokers that always prefer an Upmann cigar.

Punch does not complain, as orders have arrived in better shape during the present month.

Sol is getting its share of the business, which is to be had at the moment.

Por Larranga has still good orders for high-priced cigars from England, the United States and South America.

Oretaniv.

BUSINESS OPPORTUNITIES

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RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

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CIGAR BROKER,
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MERCHANTS' TOBACCO COMPANY,
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Merchants' Tobacco Company, buyers of cuttings, at 12½c. per pound; scraps, at 6c. per pound; siftings, at 2½c. per pound. Any quantity. Don't write, but ship promptly. Factory No. 68, First District, New York.

Wanted.

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Buyers of Cuttings, Scraps and Siftings,
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WANTED—By live business-gettting brokers, factories in the First Districts, making goods from $16 to $28 per M. Can assure good business. Address Box 131, care of "Tobacco World."

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

Situation Wanted.

POSITION WANTED—As superintendent or foreman, hand or suction work. Understand business thoroughly. Now employed with large concern. Want change. Best references. Address Box 133, care of "Tobacco World."

For Sale.

FOR SALE—Cigar store humidors, show cases, shoe store stand, and news rack. Cleveland Store Fixture Company, 4049 St. Clair Avenue, Cleveland, Ohio.

FOR SALE—Large quantities of labels and bands to match. Suitable for clear Havana, shade-grown, domestic, Manila and Porto Rico cigars. Prices very low. Address Box 137, care of "Tobacco World."

FOR SALE—Manufacturing outfit, power and foot-bunching machines, motor, presses, molds, etc. Sacrifice. 219 N. Second Street, Philadelphia, Pa.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

WANTED

Second-hand or used Cigar Molds

We will buy for cash any quantity of second-hand or used cigar molds, Panetella shapes from 5 in. to 5½ in, Londres shapes, 4½ in. to 4¾ in.

We prefer the following: American Cigar Mold Company numbers, or any duplicate of these shapes, 55032, 55057, 47648 and 48148. Also the Miller, DuBrul & Peters Company, Durex No. 538047.

Write us about whatever you have, stating condition of molds and quantity.

ORRISON CIGAR COMPANY, Bethesda, Ohio.

The Tobacco Monopoly in Peru

The gross receipts of the Estanco del Tabaco, or tobacco monopoly of Peru, in 1915 are stated to be $2,281,831. The monopoly, which has existed since 1904, has been administered since 1909 by the Campania Recaudadora de Impuestos (National Tax Collecting Company), under contract for a period of years. The territory in which the cultivation of tobacco is permitted is designated by law, and the importation and sale of cigars, cigarettes, and all forms of tobacco are in the hands of this company. The native tobacco is grown chiefly in the Provinces of Huancabamba and Tumbes, about 619,490 pounds being purchased from the former district and 421,600 pounds from Tumbes in 1915. Imports during the year included 596,445 pounds from Ecuador and 82,895 pounds from Honduras. A large quantity of Habana cigarettes are imported each year in paper packages containing 20 each, which are sold here for 24 cents American gold per package. About 8,800,000 cigarettes were bought during 1915, and 31,099 Habana cigars. English and Egyptian cigarettes to the number of 28,583 and 1166 pounds of English smoking tobacco in tins were also purchased by this company during the year. Chinese tobacco, put up in packages of 200 grams each, was imported during the last year to the quantity of 28,935 pounds. Owing to the large Italian colony here, considerable quantities of Italian cigars of ordinary grade are yearly imported, 160,000 being purchased from Italy by this company during 1915. It would appear that our American manufacturers could compete with this Italian product.

The Estanco del Tabaco manufactured during 1915 369,299,052 cigarettes, which cost on an average 74 cents American gold a thousand. It also manufactured 152,100 cigars of an ordinary quality. The American exporters of tobacco who may be interested in this business should take up the matter directly with Dr. M. A. Espejo, administrador del Estanco del Tabaco, Lima, Peru.—"Commerce Reports."

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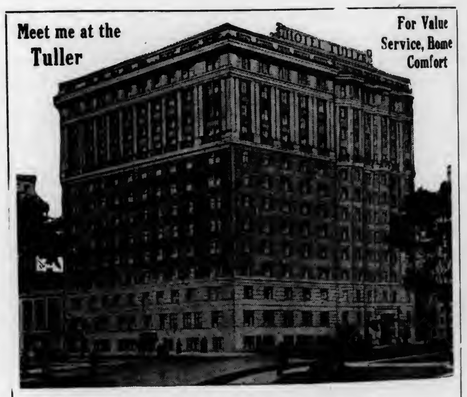

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Two Floors—Agents' Sample Rooms

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Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

TRADE CUSTOM:—39,872. For all tobacco products. September 1, 1916. The Moehle Litho. Co., Brooklyn, N. Y.

ARKIN BRILL CO.'S TWI-SA-WEEK:—39,873. For all tobacco products. September 2, 1916. Pasbach-Voice Litho. Co., Inc., New York City.

CORALLO DEL MAR:—39,874. For cigars, cigarettes, etc. September 6, 1916. Pasbach-Voice Litho. Co., Inc., New York City.

TWO-IN-ONE:—39,875. For smoking pipes. September 9, 1916. Manhattan Briar Pipe Co., Brooklyn, N. Y.

JEAN NIGOT:—39,876. For cigars, cigarettes, etc. September 12, 1916. Pasbach-Voice Litho. Co., Inc., New York City.

WESTERN GROCER COMPANY'S MONOCREST:—39,877. For all tobacco products. September 6, 1916. American Lithographic Co., New York City.

CLASSA DE SUPREMA:—39,878. For cigars, cigarettes, etc. September 6, 1916. Pasbach-Voice Lithographing Co., Inc., New York City.

MANILA STUNTS:—39,833. For cigars, cheroots and stogies. August 30, 1916. The House of Crane, Indianapolis, Ind.

MANILA SECONDS:—39,834. For cigars, cheroots and stogies. August 30, 1916. The House of Crane, Indianapolis, Ind.

MANILA SUBS:—39,885. For cigars, cheroots and stogies. August 30, 1916. The House of Crane, Indianapolis, Ind.

TRANSFERS

NUT GLEANERS:—35,638 U. R. B. (United Registration Bureau). For cigars. Registered January 28, 1910, by C. E. Acton, Belmont, Ohio. Was transferred to John F. Bolon Cigar Co., Bethesda, Ohio, on September 8, 1916.

LORD RECTOR:—17,228 (The Trade-Mark Record). For cigars. Registered November 10, 1896, by Schumacher & Ettlinger. By various transactions was acquired by Chas. Wasserman & Co. Was transferred to Frank J. Bartunek, Long Island City, N. Y., on May 17, 1912.

LA MEDITA:—26,681 (U. S. Tobacco Journal). For cigars, cigarettes and cheroots. Registered February 26, 1903, by Wm. Steiner Sons & Co., New York City. By various transactions was acquired by Chas. Wasserman & Co. Was transferred to Frank J. Bartunek, Long Island City, N. Y., on September 25, 1911.

STRONGHOLD:—Registered by U. S. Tobacco Journal. For cigars, by Lichtenstein Bros. Co., New York City, on December 14, 1885. Was transferred to American Lithographic Co., by United Cigar Manufacturers Co., successors to Lichtenstein Bros. Co., on April 8, 1916. Retransferred to American Cigar Co., by American Lithographic Co., on April 10, 1916.

ANIMATION:—11,108 (The Trade-Mark Record). For cigars, cigarettes and tobacco. Registered November 27, 1891, by Emil Steffens Litho. Eng. & Print. Co., New York City. Was transferred to Maryland Lith. Co., Baltimore, Md. Retransferred to Baltimore Cigar Co., Baltimore, Md., on September 19, 1916.

CAP AND GOWN:—39,798. For cigars, cigarettes and smoking tobacco. Registered by Standard Tobacco Co., Inc., New York City. Was transferred to George C. Knight, Chicago, Ill., on September 19, 1916.

The cigar store formerly owned by Oscar Willmarth, in Battle Creek, Mich., has been sold to Harry Hall. Hereafter it will be known as the Midway Cigar Store.

Tobacco Statistics for Month of August

The following comparative data of tax-paid tobacco products, as indicated by the sales of various stamps and receipts from certain sources of revenue, is obtained from the statement of internal revenue collections for the month of August last.

Products.		Aug., 1915.	Aug., 1916.
Cigars (large)	No.	630,433,847	656,711,340
Cigars (small)	No.	89,984,027	74,339,213
Cigarettes (large)	No.	1,800,100	1,983,128
Cigarettes (small)	No.	1,734,872,016	2,707,358,984
Snuff, manufactured	Lbs.	2,755,249	2,604,658
Tobacco, chewing and smoking	Lbs.	35,156,235	39,811,887

Note—Porto Rican imports August, 1915, included in above statement were as follows: 15,758,080 large cigars; 100,000 large cigarettes; 510,000 small cigarettes.

Philippine Islands imports for July, 1916 (not included), were as follows: 9,528,607 large cigars; 276,928 small cigarettes; and 9½ pounds manufactured tobacco.

Tobacco in British South Africa

Large foreign firms have established tobacco factories in Cape Town with an investment of capital amounting to between $5,000,000 and $6,000,000. A large business is done annually, and great quantities of South African tobacco are utilized. The business is prosperous, and the output is increasing.

The crop for 1915 was small, not only in the Cape Province but throughout the Union as well. The local production of Turkish tobacco was greatly reduced and fell far short of the demand. The better grades of tobacco have been realizing good prices.

Reports indicate that the tobacco industry in the Transvaal is progressing satisfactorily. The treatment of tobacco is similar to that in the United States, American tobacco experts being largely employed to deal with the crops. South African tobacco is not extensively exported at present, practically all of the product being consumed locally.

The Tobacco Trade in Gibraltar

Gibraltar's trade in tobacco has not been affected in any way excepting that higher prices have been paid for new stocks. Freights have also been higher, and the profits of all dealers have consequently been reduced.

Prior to the outbreak of the war this market was largely supplied by Austria; the demand was large and steady owing to the cheapness and mild quality of the Austrian product, helped by low freights from the Adriatic.

Austrian tobacco was imported for the purpose of blending it with American, Brazilian, and Philippine products (which are of a higher quality) in order to manufacture the chopped tobacco, locally known as "picadura," which is pressed and packed in small containers of 2, 4, and 8 ounces and 1 pound and sold mostly for Spanish consumption.

Purchases from the United States during 1915 would have been larger had it not been for the large stocks of tobacco remaining on hand from previous years.

The demand for tobacco of all kinds is steady and large purchases must be made from the United States. Buyers, however, believe they will experience some difficulty in getting supplies and are asking high prices for their remaining stocks.—"Commerce Reports."

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IMPORTERS OF SUMATRA AND HAVANA
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Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania

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Manufacturer of Fine Havana and Domestic Cigars and Packer of Leaf Tobacco

Leading brands—"Volitta," "Quaker," "Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"

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Printed or Stamped in Gold or Silver

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GROWERS AND PACKERS OF
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Samples cheerfully submitted upon request.

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Write for List of Flavors for Special Brands
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Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
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IRREGULAR PAGINATION

HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE
179 West Washington St., Chicago, Ill.

PHILADELPHIA OFFICE
322 Chestnut Street

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

Parmenter Wax-Lined Coupon Cigar Pockets

AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known

Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS **90 Wall St., New York**

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY — CIGAR BANDS — SHOW CARDS — FOLDING BOXES, ETC.

WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST

EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. .·. No bogus Advertising admitted.

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WE GUARANTEE

Copenhagen Snuff

To Be

ABSOLUTELY PURE

WE guarantee Copenhagen Snuff is made from the whole leaf of Tennessee and Kentucky Tobacco.

We guarantee the sweetening and seasoning and flavors and scent, in fact everything that is added to the tobacco or put on the tobacco, is pure and may be used freely in food under the United States Pure Food Laws.

OUR OFFER

THAT every user of Copenhagen Snuff can feel entirely safe and know that he is using a pure tobacco, we offer to any man (including our own employees) Five Thousand Dollars who will show our guarantee to be incorrect, or to any man who finds in Copenhagen Snuff as manufactured and shipped by us anything used in the tobacco or on the tobacco that may not be used freely in food products under the United States Pure Food Laws.

Weyman-Bruton Company

50 Union Square

New York

J. Peterson

PRESIDENT

El Principe de Gales

OLD STANDARD

HAVANA-CIGARS

A BRAND WITH A WONDERFUL RECORD

AN UNINTERRUPTED SALE FOR MORE THAN 60 YEARS

A STANDARD OF VALUE AMONG HAVANA LINES

HAVANA AMERICAN CO.

111 FIFTH AVENUE NEW YORK

The Man Who Smokes Them Says—

"It is the BEST CIGAR VALUE IN THE WORLD at 5c."

That is the reason the

John Ruskin

Cigar is one of the World's Biggest Sellers.

John Ruskin 5¢

THEY COULD BE SMALLER-BUT NOT BETTER

John Ruskin Cigars are hand-made and the Havana tobacco used is the choicest grown. They're mild—Big and Fragrant,

Valuable Profit Sharing Voucher on the Band of Each John Ruskin Cigar.

I. LEWIS CIGAR MFG. COMPANY

NEWARK, N. J.

Largest Independent Cigar Factory in the World.

Put it down

That the Quality of BOLD Cigar is ever the same through the months and years. No effort or expense is spared to maintain it.

"Above All"

is the famous slogan which identifies the character of BOLD Cigar.

Bobrow Bros., Philadelphia

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THE TOBACCO WORLD

OCTOBER 15th
1916

Leading Features

Not Many Brands Raised to Five Cents Straight in Philadelphia

Large Consignments of Tobacco to Neutrals Held Up by England

Thrift in Industry

A Bad Name
By E. R. Johnson

Luckett, Luchs & Lipscomb Sell Business to E. M. Schwarz & Company

Office Boy's Column

Knickerbocker's Broadway Jottings

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Markets

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

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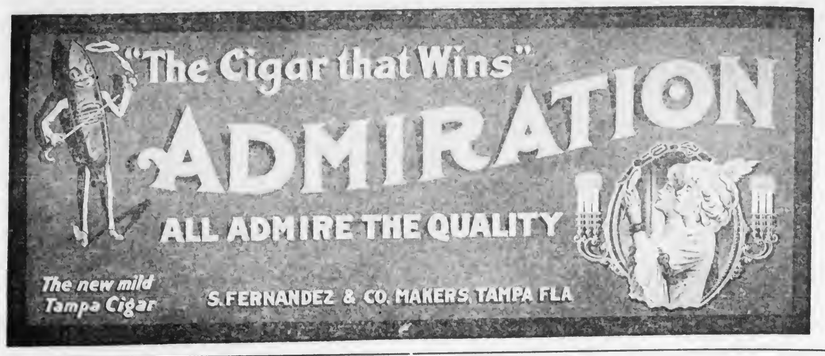


F. C. LOZANO J. M. LOZANO

TRADE MARK
Reg. U. S. Pat. Office

F. LOZANO, SON & CO.

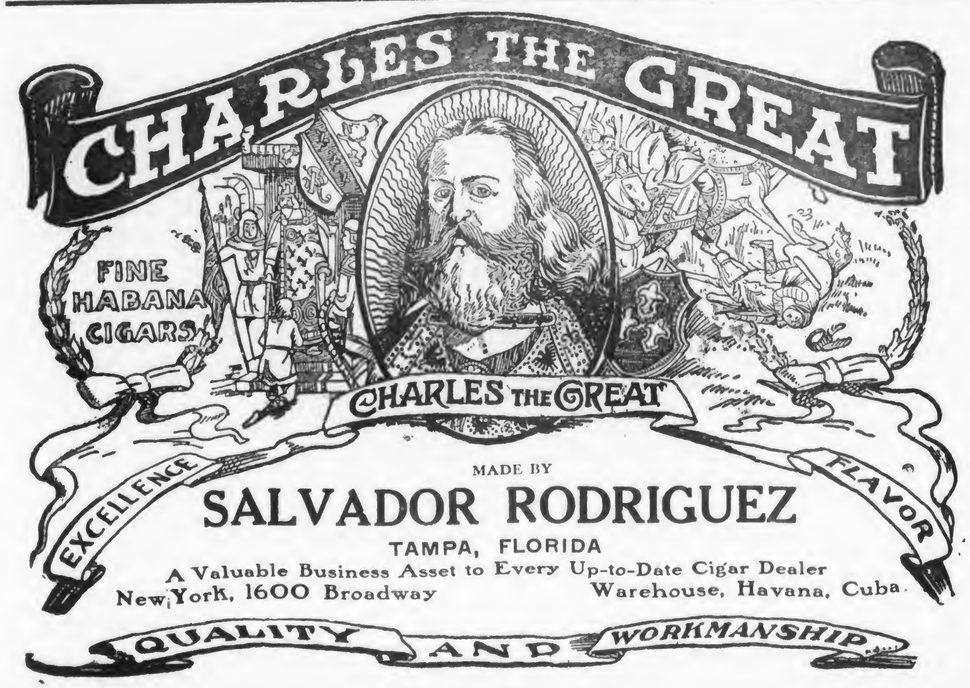
U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue



MADE BY

SALVADOR RODRIGUEZ

TAMPA, FLORIDA

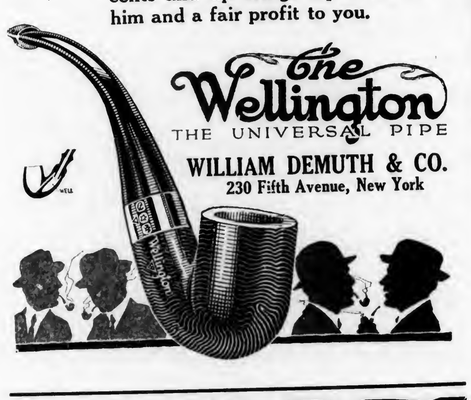
A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba

Pipe Selling is Easier When You Sell the Wellington Pipe

W D C TRADE MARK

The man who is offered a Wellington has no doubts or arguments. He's buying the famous "well" feature and a clean, cool smoke—and he knows it. His 35 cents and up brings top value to him and a fair profit to you.



WILLIAM DEMUTH & CO.
230 Fifth Avenue, New York

Londres Grandes

The Juan P. Portuondo
CIGAR MFG. CO.
PHILADELPHIA

MANILA CIGARS

As Mild and as Cool

as a breeze from the sea—Manila Cigars burn perfectly—They are all hand made, Spanish method—They have body and character—A high standard of quality is rigidly maintained under Government supervision and inspection.

Look for the Government Guarantee Stamp on Every Box

De Luxe Segars

THE CALIDAD SIZE RETAILS FOR A DIME

Wonderful Value

CLEAR HABANA—FULLY MATURED

MADE BY

JOHN W. MERRIAM & CO.

101 Spring Street, New York

[MERRIAM CIGARS INC., SUCCESSOR]

For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. C. LOZANO J. M. LOZANO

TRADE MARK
Reg. U. S. Pat. Office

F. LOZANO, SON & CO.

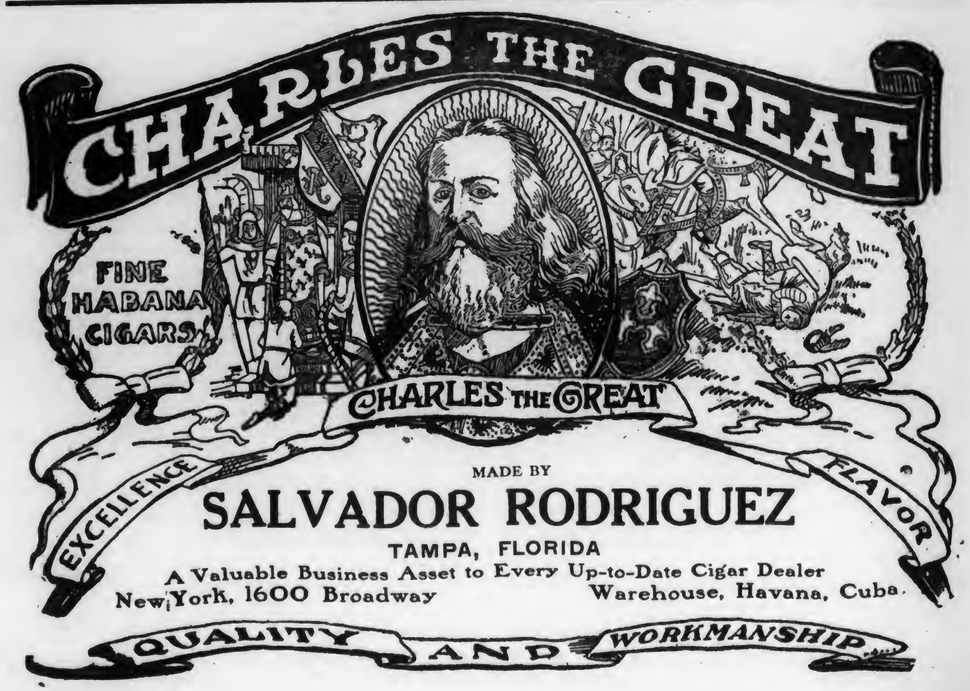
U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue



MADE BY

SALVADOR RODRIGUEZ

TAMPA, FLORIDA

A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba

QUALITY AND WORKMANSHIP

Pipe Selling is Easier When You Sell the Wellington Pipe

WDC TRADE MARK

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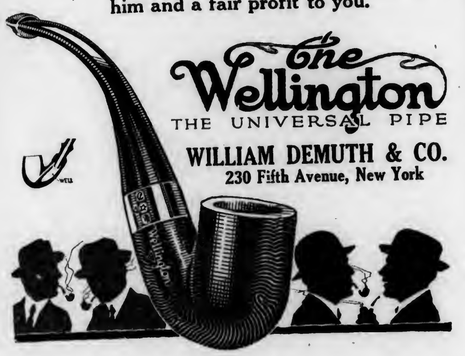

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PHILADELPHIA

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MADE BY

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101 Spring Street, New York

[MERRIAM CIGARS INC., SUCCESSOR]

For Gentlemen of Good Taste

SAN FELICE 5

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

INTENTIONAL 2ND EXPOSURE

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street - New York

Board of Trade Bldg., Montreal, Canada

SOL HABANA

Behrens & Co.

Havana, Cuba

Estrella No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

P. LORILLARD CO. ESTABLISHED 1760

STAG

EVER-LASTING-LY GOOD

We've put over some big things in 156 years of leadership.

STAG is the biggest thing we ever put out in the tobacco line.

—**Biggest in goodness!**

—**Biggest in quality!**

—**Biggest in value!**

It pays to recommend STAG!

STAG BACKS YOU UP!

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.

General Offices. PITTSBURGH, PA.

YEARS OF EXPERIENCE HAVE MADE

PUNCH

A Cigar with Hardly a Rival

MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba

AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

"LA MEGA" *MADE IN BOND*

HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP

V. Guerra, Diaz & Co., Tampa, Fla.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY

LA FLOR DE R. A. BACHIA Y CA. TRADE MARK HABANA

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE	FACTORY	WAREHOUSE
222 PEARL STREET	TAMPA	LEALTAD 129
NEW YORK	FLORIDA	HAVANA

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y.City.

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.

RICHMOND, VA.

CHANCELLOR

The Acknowledged Leader among Mild Sumatra Wrapped Havana Cigars

---

The Real Independent Factory in Havana

"PARTAGAS"

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

CIFUENTES, PEGO Y CA.,
172 Industria :: Havana, Cuba

ROBERT E. LANE

General Representative for United States and Canada

115 Broadway New York

EL GENIO

Clear Havana Cigars

Made in Tampa, Fla.

P. Verplanck & Co.
263 Fourth Ave. New York

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla.

BAYUK BROTHERS

FIVE CENT CIGAR

PHILADELPHIA

E. H. GATO CIGAR COMPANY

FOR FORTY YEARS THE STANDARD

By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.

New York Office: 203 W. Broadway

DIAMOND JOE TRADE MARK CIGAR FACTORY ESTABLISHED 1860

Charles Denby

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE

H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

LIPSCHUTZ'S 44 CIGARS

"44" Cigar Co. Philadelphia

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

Best Quality **Best Known**

EDEN

The Cigar Without a Peer

Calixto Lopez y Cia
Habana

New York Office— 257 Fourth Ave.

Remarkable Leaders
among
CLEAR HAVANA BRANDS

These are cigars Made—In—Bond and smoked from Coast—to—Coast, enjoying an enviable reputation among dealers for "Repeat" calls.

You should stock at least one of these brands:

"El Briche"
"Hoyo de Cuba"
"Flor de San Martin & Leon"

Jobbers and Dealers have not been slow to appreciate the value of Clear Havana brands that duplicate, as is testified by the steadily increasing sales.

San Martin & Leon cigars are favorites with the consumer. Do not lose trade and profits by failing to have these goods in stock.

San Martin & Leon
Tampa, Florida
Member, Tobacco Merchants' Association

SANCHEZ Y HAYA

Factory No 1

Tampa. Fla.

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

hese goods are the last word in fine cigars made from the choicest "Vuelta bajo" tobacco under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each. Package and goods show quality and class in every detail.

"La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

SANCHEZ Y HAYA, Tampa, Florida

Mr. Cigar Manufacturer

This is the psychological moment for you to begin to use domestic wrappers. The condition of the imported wrapper market is dangerous. If you don't look out you will work another year for nothing, or at a loss. Use Florida, Georgia and Connecticut Shadegrown.

We have some fancy, light, fine quality

GEORGIA and FLORIDA Wrappers

that burn and taste as good as any imported wrapper. They will make money for you on every cigar that you sell.

The only way that will enable you to make money, is to please your customers. Which would you rather be, prejudiced or prosperous? It's up to you.

AMERICAN SUMATRA TOBACCO COMPANY
ALWAYS SELLS THE CHOICEST

TOBACCO

142 Water Street, - New York.

25% to 75% Increased Sales

are made by many dealers in

SWEET CAPORAL
CIGARETTES

since our big Outdoor Painted advertising campaign started.

Painted Bulletins like the one shown to the left are 12 feet high and from 25 to 50 feet long. They are painted in striking colors and are placed along the most heavily traveled thoroughfares in the immediate vicinity of dealers' stores.

We have proven conclusively to the *American Tobacco Co.* that by concentrating their Wall and Bulletin Advertising in the dealers' immediate neighborhoods, that their dealers will sell more *Sweet Caporal* Cigarettes, and incidentally increase profits to their mutual advantage.

Every dealer will benefit by this campaign. We have a long term contract which guarantees *permanent* advertising through the biggest and most dominating advertising medium it is possible to secure.

Every dealer can lay in a fresh stock, knowing that he will receive plenty of assistance in selling it.

Ask Dad, he knows

is the slogan. You've seen it.

CHICAGO **Thos. Cusack Company** NEW YORK

Largest Advertising Company in the World

NATIONAL SALES REPRESENTATIVES FOR 87 PRINCIPAL CITIES

A Larger Profit for You

The 15c tin—the New Leader

Harmony
A PIPE BLEND of five distinct kinds of Imported and Domestic tobacco each kind alone having a delightful aroma and natural flavor without the slightest harshness.
Liggett & Myers Tobacco Co.

15¢
In the cream-colored, nut-brown tin

To Tobacco Retailers: There is an attractive *profit feature* for you in Harmony Pipe Blend not to be had in any other tobacco. Get our price list from your jobber showing our offer.

Note this Guarantee: We guarantee the sale of every ounce of Harmony and stand ready to take back any part of it and refund in cash the price paid.

Order From Your Jobber: Harmony is not shipped like any other tobacco. Sent fresh from our factory direct to you in drop shipments—one pound or more. *Order from your jobber* if you haven't already done so.

Liggett & Myers Tobacco Co.

HARMONY
A PIPE BLEND

Backed by Advertising: In addition to using the Saturday Evening Post, Harmony advertisements are appearing in all the leading magazines and weeklies having a total circulation of OVER NINE MILLIONS. It will pay you to push it *hard. Order from your jobber.*

At Our Risk

Let ns prove to your satisfaction without one cent of cost to you, that you can cash in on the quality and popularity of the Girard Cigar.

We take the risk of the proof. You take the profit.

Drop us a letter or a card today and ask us to send our

dealer's "Safety First" proposition

Later you'll thank us for urging you to put the Girard in your case.

There never was a better advertised cigar. There never was a cigar that made good more consistently. Never a cigar backed up by fairer, squarer dealing.

Just look at our striking publicity in the *Saturday Evening Post* with its big national circulation of *more than 2,000,000 copies every week.* And in the *Literary Digest* with its *475,000 copies every week.*

The "Broker" actual size, 10c

The Girard Cigar

Hundreds of thousands of smokers read this advertising and demand the Girard. After that its quality holds them, brings them back and makes steady customers of them for the dealer who carries the Girard.

Don't take our say so. Just drop us a line today and get on the inside for yourself.

Remember the proof doesn't cost you a cent.

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ANTONIO ROIG & LANGSDORF
PHILADELPHIA
Established 1871

HEEKIN CANS

MAKE THE BEST CONTAINERS

for cigars, stogies, chewing or smoking tobacco.

BECAUSE They're air-tight and dust-proof.
They keep your product fresh, clean and aromatic.
They are attractive and distinctive.

Our special process of color lithographing produces the most striking, attention-attracting containers. Designs and trade-marks reproduced or originated by our art department.

May we send a sample?
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THE HEEKIN CAN COMPANY
Culvert, 6th and New Streets
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"Heekin Can Since 1901"

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CLEAR HAVANA CIGAR
5¢
JEITLES & BLUMENTHAL, Ltd.
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Every crumb of FRAT Tobacco fully measures up to Patterson quality traditions.

10c quality—10c quantity—retails in the Patterson duo-paper package at

5c

Would cost double in tins.
Most jobbers are supplied.

Patterson Bros. Tobacco Co. Inc.
Original Pattersons of Richmond, Va.

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EGYPTIAN CIGARETTES
You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

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214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVI. PHILADELPHIA AND NEW YORK, OCTOBER 15, 1916. No. 20.

NOT MANY BRANDS SOLD AT FIVE CENTS STRAIGHT IN THIS CITY

Retailers Afraid to Raise to Consumer Fearing Competitors Will Not—Burden Falling Heaviest on One or Two Brands—Dealers in Other Sections Prompt to Raise.

REPORTS from the business section of this city indicate that but few of the retailers have raised their prices to five cents straight on the brands on which the prices have been advanced. There is one exception, and the dealers are all asking five cents straight for this brand, but for the most part, the other cigars can still be purchased at six-for-a-quarter.

In the outlying residential section the dealers have advanced their prices, and are asking five cents straight. Sales are fewer so that there is no volume to take care of the advance in price.

There is considerable grumbling and some dealers have refused to handle certain brands at the advanced prices. As has been frequently pointed out, the retail trade needs education, and needs it badly. Some have been heard to remark that the advance in price will give the manufacturers a larger percentage of profit than ever before. Any one who is familiar with conditions, knows that this is not true. In fact, it could not possibly be true with prices where they are today. They seem to worry more about the manufacturer's business than they do about their own.

Everyone knows that the average retail cigar store is not a big money maker. And this would lead to the conclusion that dealers would be anxious to make additional profits whenever possible. They are face to face with the opportunity right now, but few are taking advantage of it. In the case of standard brands sold at six for a quatrer the profit has been very small, and with the advance in the cost of these goods the profit will be less. Just where they figure to make it up is not explained.

It is pointed out that the chief reason for the failure of the retailers to meet the requests of the manufacturers, in the matter of selling their goods at five cents straight, is due to the fear that their competitors will not raise. This is probably true, but the more money the cut-price dealer loses, the sooner he will be eliminated.

Philadelphia is probably the hardest market in the United States in which to establish a trade on nickel goods. It is very probable that the conditions here do not apply elsewhere. It may be that conditions here will change for the better.

Just prior to the increase in price, manufacturers were swamped with orders for goods. Some were fortunate in getting their orders at the old price, and this may account in some way for the retailer continuing to sell at the old price.

A lot of manufacturers have failed to raise their prices as yet, but conditions indicate that many of them will do so before long.

A story is going the rounds of the retail trade to the effect that one manufacturer refused to raise his price because he is making between two and three dollars a thou-

(Continued on Page 18)

TOBACCO SHIPMENTS TO NEUTRALS DETAINED IN PORTS OF ENGLAND

Proof Asked That They Were Paid For Before August 4th—United States Shippers Face Heavy Loss—Consignments Also Held Up in Danish Harbors

THE failure of shippers to furnish proof that large consignments of tobacco for neutral countries were paid for prior to August 4th, is said to be responsible for many cargoes being held in London, other English ports, Scandinavian and Danish harbors. Following the embargo placed by England on tobacco shipped to neutral European countries an arrangement was finally made whereby shippers in this country might ship leaf as late as August 30th, provided, however, that all goods so shipped were paid for prior to August 4th. As can be seen from above, many cargoes have been prevented from proceeding to neutral destinations because proof of the date of payment is lacking.

Many American tobacco shippers who have their own representatives in Europe with whom they do a wholesale business shipped to them under the impression that the new order would permit such action. The Government, however, contends that proof must be furnished that the cargoes were paid for before August 4th by the actual European buyers.

An "Associated Press" dispatch on the subject, from Washington, comments as follows:

Great Britain's detention of American tobacco shipments is expected here to cause heavy losses to members of the trade in this country unless a modification of the British ruling can be secured. The State Department already has made informal representations, and officials said tonight they hoped to clear up the misunderstanding to the satisfaction of American interests.

Besides the consignments reported held in London, American tobacco valued at more than $1,500,000 is detained aboard British ships and in warehouses at Danish ports, on the charge that its shipment violated the shipping arrangement.

The interpretation applied to the arrangement by British officials was as much a surprise to officials here as it was to the American shippers. In previous agreements for passage of shipments through the blockade lines, it was declared tonight, Great Britain never attempted to apply the doctrine of ultimate sale. The understanding here was that only a bona-fide sale to European wholesalers would be required in the case of the tobacco consignments.

The regulation which stopped American tobacco shipments was issued on July 15th by the British Trade Department under general authority of the Orders in Council. It prohibited the importation of tobacco to Germany or to German dealers in countries contiguous to Germany. A serious disruption to the American tobacco industry resulted, and the State Department finally secured an agreement under which all tobacco bought and paid for before August 4th and shipped before August 30th was to be admitted to Denmark and other neutral European coun-

(Continued on Page 18)

IRREGULAR PAGINATION

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A great dearth of cigarmakers, an unusual demand for cigars, occasional strikes, and other difficulties beyond the control of manufacturers, indicate that there will be a shortage of cigars at the holiday season. Orders already coming in are heavier than for some years past, and there are more of them. Most of the big manufacturers are working to the limit of their capacity already, and according to the sentiment of the manufacturers, it will be a case of the early order getting the goods as far as the jobber and dealer is concerned.

A Cigar Shortage

"Bold" Above All in Indianapolis Pageant

A feature of the recent night pageant during the Centennial celebration at Indianapolis was the float of Bobrow Brothers, manufacturers of the "Bold" cigar.

Victor Newman, who has charge of the territory for the factory, assisted by Neal Conwell, according to all accounts, put across a clever stunt in the pageant, and presented a picture that will long be remembered by those who witnessed the parade.

A snow-white horse, with a girl jockey astride, led the way for the Bobrow float. White silk ribbons led from the horse to the float which followed. A searchlight on the float, which was really the new Chevrolet car of Bobrow Brothers, outlined the horse and jockey in a brilliant light. The float itself told the real message in three words, "Bold"—"Above All," and these were flashed from the sides of the float in electric lights.

It was declared one of the most attractive features of the evening.

"St. Elmo" Cigar Company Litigation Ended

The long drawn out contention between the government and the "St. Elmo" Cigar Company, of Los Angeles, Cal., on a question of duty levied upon a shipment of Cuban leaf tobacco, the property of Benjamin S. Jarrett, Charles B. Weber and Allen Rossiter, doing business as the "St. Elmo" Cigar Company, has been settled in the United States District Court of Los Angeles, by the entry by Judge Trippet, of a stipulation for the dismissal of the proceedings involving seventy-one bales of Cuban leaf tobacco, upon the payment by the "St. Elmo" Cigar Company of the duty amounting to $6820.52.

This will end the litigation that for more than two years went through the customs channels in Los Angeles, New York and Washington.

Shipments of Manila Cigars

The following is a comparative statement showing, by months, the number of cigarettes and cigars exported to the United States during the first eight months of 1915 and 1916.

	Cigars	
Month	1915	1916
January	4,219,398	4,506,224
February	9,120,487	9,857,689
March	7,094,885	5,619,246
April	3,800,928	7,369,630
May	3,698,659	7,581,073
June	3,454,529	7,958,154
July	5,702,993	12,485,366
August	5,330,424	10,181,510
Total	42,422,304	65,558,892
Increase		23,136,586

	Cigarettes	
Month	1915	1916
January	120,000	255,000
February	605,250	987,750
March	615,200	340,000
April	361,650	716,250
May	466,800	500,250
June	502,500	50,000
July	329,500	925,000
August	985,500	330,250
Total	3,986,400	4,104,500
Increase		118,100

Business Opportunities

Some are seeking and some are waiting for the opportunity. The seeker is always watching the Business Opportunity page of "The Tobacco World," and often he finds what he is looking for.

In this issue some very unusual opportunities are presented.

Those with factories for sale or lease, will be interested in the advertisement of a well-known Eastern manufacturer, who is willing to buy, complete, a cigar factory capable of producing up to 100,000 cigars a week.

Manufacturers seeking branch factories will be attracted by the advertisement of a Lancaster firm offering for sale or lease a cigar factory in Lancaster in a good location. Correspondence is solicited.

Jobbers, who are looking for a medium-priced brand to supply their shortage, will be interested in reading the advertisement of a cigar manufacturer, who offers a surplus stock of 60,000 seed and Havana, Sumatra-wrapped cigars, at $25 per thousand, net. He is willing to duplicate the order when the surplus is exhausted, but the price will then be $30 per thousand.

If you are looking for something to buy or sell, watch the Business Opportunity page of "The Tobacco World."

The Salesman

When confronted with a question to which you cannot make a strong answer in your favor it is best to concede the point, as a weak answer is worse than no answer at all. If forced into a corner, admit it, then try to turn the line of talk and thought into another direction.

It is well never to be too positive, for should you find yourself in an uncomfortable corner you can retire more gracefully. Give the prospect a chance to talk. Let him state his side of the case and listen attentively. When he has concluded, cull out those of his objections which can be answered most effectively. Perhaps the answering of these will prove your case without the need of touching on those which cannot be answered so effectively. Let your prospect talk until he is finished, for if you cut him off at the end of each of his objections you will have to have an answer for each objection.

Make your answers as mild as possible. Make your points gently. Never show by your answers or your manner that you have the prospect cornered. Always play for his good will. When arguing politics you can raise your voice and gloat when you have the other fellow tied up, but when arguing politics you may have no interest in your opponent's good will. This, however, is not the case when talking to a prospective customer. It is sometimes advisable to let the prospect think he is getting the better of you. You can well afford to suffer apparent defeat when you know the ultimate, the real victory, is getting the order signed.

The average salesman may use a lot of energy in soliciting orders, but if he does not study territory conditions or the wants of his prospective customers he will not apply the energy effectively.

"Merely busy-ness isn't business or a pig's tail would be the most efficient part of the pig."

Just as soon as a man knows that he is working in harmony with the eternal laws of success, just as soon as he is convinced that the thing which has made others successful is the thing he can do, he will work with greater certainty, and without the paralyzing dread of that unknown preventable thing which he suspects is lying in wait along every road he travels.—E. St. Elmo Lewis.

"ASK DAD, HE KNOWS"

October 10, 1916.

deer editur:

i am a pore retaler hear in the west. i sea how prises is bein razed on cheep smoaks. i no fur a fakt that most of them seegars dont cost no moar then 25$ or 26$ to maik. Theese seegar manofaktorees clame how they cant maik no muny at theese prises. i no i haf to pay 35$ fur theese saim seegars. Now prises is razed. i pay moar yet. My jobbir says he cant maik tales meat at eny prises. mr editur i no dam well i dont git no graff enuf to smoak evin stoges in my kase. i hoap you no my smoakrs dont git no profut frum theese razes. whoo in hel doz git it. anser qwik. i saved 119$ in ate yrs. wen you tel me whoo git the moast, wether manofaktorees, jobbir or retaler, i putt my hole amt. in saim lyne.

yoors,

A RESULT OF REDUCING THE TARIFF

Headline in contemp. says, "Paris In New York." We've spent considerable time in both places and regret to report, no interest. We're one of these "America First" guys, anyway, and believe in supporting our domestic industries.

Election Day is coming,
And many wives will fight
With wanderlusting husbands,
Who stayed out half the night.

HAVE YOU HEARD THIS ONE BEFORE?

A well-known member of the cigar manufacturing industry says that this is a true story. We haven't heard it before, so we will try it on our readers.

Last Sunday, Willie, aged seven, who is fond of the movies, was about to say his prayers before retiring. After getting down on his knees he evidently was thinking over the subject matter for his devotions, and decided to question his mother before committing himself.

"Mother, will I go to Heaven when I die?," he asked

"Yes, darling," she replied, "if you are a good boy."

"Will you go to Heaven, too, Mother?", he queried again.

"Yes, if I am good," was the answer.

"Well, how about Daddy, will he go, too?", he urged.

"Yes," replied the mother patiently," if he is good."

"But, Mother, dear," came the query, "will Charlie Chaplin go to Heaven?"

And once more mother answered, "Yes, if he is good."

Whereupon the inquisitive son startled his mother by saying: "My, Mother, won't God laugh when he sees his big feet!"

Turkish Tobacco Shortage in England

THE situation regarding Turkish tobacco stocks in England is apparently more serious than has been supposed according to an editorial article in the current issue of "Tobacco" (London), which says as follows:

"Last month we had to record the prohibition of export of 'tobacco' to neutral European countries. As was pointed out the prohibition was much wanted. Raw tobacco was being exported to Holland in such quantities as left no doubt that Germany was drawing supplies from the outer world through neutral channels in spite of the blockade. The prohibition was, however, too sweeping; for the term 'Tobacco' included cigarettes made of Eastern tobaccos—the so-called Turkish cigarettes, and in these there has been built up of recent years a vigorous trade with Holland and the Scandinavian countries. The enterprise has been instrumental in creating a new export trade, which it is, of course, desirable to continue and extend rather than to prohibit. However, if cigarettes so sent to the neutrals constituted a supply to Germany, not only the outsider but the very manufacturers interested would have been content to see their efforts of years thrown away in the patriotic cause.

It so happens—not by chance, but by the facts of geography and the course of German trade—that the Germans, hard up as they are for many things, are not short of Macedonian tobacco, nor the manufacturing facilities and business push necessary to sell these cigarettes in neutral Europe. There sales of this commodity took place side by side with the sales of the British-made article. Germany and we were competing in the same markets. To shut us out would, of course, have left the territory in the hands of the enemy. Now this is the last thing which should be the aim of any prohibition or other act of the Government. The facts of the matter were perfectly clear to the manufacturers interested, and were by them brought to the notice of the War Trade Department. As a result of the representations made by these manufacturers, the Government made an exception in the case of cigarettes composed of Turkish tobacco.

"The production of Turkish cigarettes was never, perhaps, in a more parlous state with regard to raw materials. What is going to happen no one knows, but the fact is that no supplies are coming forward. The position, always difficult since the world-war extended to the Balkans, the apex of the trouble has now been reached. The ground having been cleared for export trade in cigarettes owing to the removal of the Government's embargo, the question now is, How will manufacturers get the leaf? And this question goes much deeper than the shipping problem. As reported in 'Tobacco' the British-American Tobacco Company struck a bargain with the Government so as to provide for the shipment of American tobacco to this country without interfering with the restricted carrying power for commodities of a less essential nature.

"The tobacco for export trade was allowed to come over in neutral ships, and a certain percentage of the cargo was to be for the non-British-American or independent traders. This arrangement was quite a good one, as proved by the fact that manufacturers, who have no inborn love for the British-American or for any of the great combines of capital, acquiesced in the proposal, which offered them advantages which they could not otherwise have obtained.

"The Government view of the arrangement, which indeed made it feasible, was, no doubt, that the encouragement of export trade is the second article in the creed of a state at war, the sinews of war strengthened by export trade, being only second to the first essential materials, such as shells. That being the view, the application of any means to bring the raw material to this country is a practical move, and one worthy of such extension as would cover the whole of the materials used in the export trade.

"A certain portion of that useful export trade, more considerable in value than in bulk, is in "Turkish cigarettes. But how could facilities for leaf from America help the firms whose export trade was in cigarettes of Macedonian tobacco? Not at all, of course. To help them on the same lines the British-American would have had to charter another ship to bring over the large stocks of leaf owned by people on this side and lying at Kavalla or other Grecian ports; or, facilities might have been given for other ships which trade from the Levant to British ports to pick up some tobacco en route.

"This aspect is, however, quite eclipsed by the rapid events of the last few weeks. It is no longer shipping facilities which are the want. Now what manufacturers want is some news about what is happening or has happened to the stocks at Kavalla, Seres and Drama. Cable communications had been already cut off for over a week on September 22nd, when our representative made enquiries. When communication with Kavalla will be reopened no one can tell.

"'The Bulgar-Boche element having thrust its rapacious tentacles into Greece leaves a field for speculation. Either the tobacco has been seized, has been transported goodness knows where, or destroyed. Destruction can come from a retreating army, who do not wish to leave supplies of any sort in the hands of their opponents, or it can come in the hazards of fighting on land, or by shellfire from the sea.

"There is, at the time of writing, no precise information, all is unsettled, and until some definite news comes through manufacturers can only hope and look at their existing stocks with the eyes of men who possess no magic power of increasing it.

"'We are told that about a year's supply of this class of tobacco is in this country. Meantime smokers calmly puff their Turkish cigarette in blissful ignorance of the fact that that cigarette may be one of the last they will smoke for some time, or that it is one of a quite limited stock. Manufacturers are now waiting to know the best or the worst that may have happened.

"When information is to hand the state of suspense they are now in will be relieved. The value of the tobacco has already gone up by leaps and bounds. "You cannot buy it," said a manufacturer. What has changed hands has done so at prices 100 per cent. in advance of what the tobacco was worth not so long ago. An advance of prices to the public will inevitably ensue unless good news reassures the holders of existing stocks. And already is taking shape in some minds the eventual necessity of having to restrict supplies."

J. H. Pulschen Buys South Bend Store

J. H. Pulschen, who has been in business at 1809 South Michigan Street, South Bend, Ind., has recently purchased the established cigar and tobacco business of Sidney Unger, at 116 East Jefferson Boulevard, South Bend. Mr. Pulschen was employed by Mr. Unger for some time prior to his establishing the Michigan Street store.

This display of "John Ruskin" cigars was shown in the window of H. Haberman's store on Washington Street, Bronx, N. Y. It attracted much attention in that section and resulted in an increased demand for the brand. The cigar is made by the I. Lewis Cigar Manufacturing Company, Newark, N. J.

Boosting "Sovereign" Cigarettes

At Fort Worth, Tex., recently, there arrived three representatives of the American Tobacco Company, for the purpose of demonstrating the advantages which accrue from smoking the American Tobacco Company's "Sovereign" cigarettes. Stress was laid on the character of the tobacco which formed the cigarette and the quality of the paper in which it was wrapped. Large crowds were attracted by the demonstrations, which were held in various portions of the business section. According to the demonstrators, "Sovereign" cigarettes are different from any other brand of cigarettes manufactured, by virtue of their process of manufacture. They claim in the first place, they are absolutely sanitary, due to the fact that they are manufactured by machinery, no hand comes in contact with them, in the making. Secondly, the cigarettes are manufactured at Durham, N. C., practically one might state, in the "famous Old Belt section" of the Virginia and North Carolina tobacco belt. Thirdly, the paper utilized by the manufacturers of the "Sovereign" is declared to be the best, in that it has no objectionable odor, is tasteless and leaves no dryness in the throat. Also when burned, it leaves no ashes. The value of these combined attributes may be truly recognized, declare the demonstrators, when they state that no matter how splendid the quality of tobacco forming the body of a cigarette, the blend cannot give the maximum amount of enjoyment to the smoker, unless the paper in which it is wrapped measures up to the standard of the enclosure used by the manufacturers of "Sovereign" cigarettes.

Prices Up in Oklahoma City

Retail tobacco dealers at Oklahoma City, Okla., met recently, and agreed upon a new price schedule for cigars. In the future discount will be allowed only on cigars selling in packages of twenty-five or more Smoking tobacco and cigarettes are not affected, nor are they expected to be.

C. W. Dierdorf Takes Over Crescent Store

C. W. Dierdorf has taken over the retail cigar business of Hodges & Allen, at 128 Crescent Street, Grand Rapids, Mich. In the future the store will be known as the House of Dierdorf. Mr. Dierdorf announces that he will inaugurate a profit-sharing coupon system.

Salesmen Should Know

I DEPRECATE the idea that salesmanship is the beating down of another man's will," said Harold Whitehead, president of the American School of Business, speaking recently before the Boston Salesman's Club.

"Salesmanship does not consist of overpowering another with your personality so that he buys your goods irrespective of their fitness for his needs. It is rather the fitting of the goods to the requirements of the customer, then making him see those requirements."

Mr. Whitehead spoke on the development of salesmanship instruction in education.

"In teaching salesmanship, it is not sufficient to give the student merely lectures, but laboratory work as well. Students of the future courses will actually sell in various capacities and then report the results of their experiences fo analytical criticism.

"If salesmanship means fitting merchandise to the buyer's needs, the salesman of the future must know more than certain bare facts about his goods. He must be able to tell his customers how to sell them again, or how best to use them.

"He cannot sell his goods with greatest success unless he knows how the goods are made and where they come from. Therefore he should have a knowledge of commercial geography.

"The results of a salesman's work are shown by debits and credits. If the salesman wishes to be judged by actual results and knows those results for himself, he requires some knowledge of accounting.

"He should know something of transportation problems. He should know—but it is difficult for me here to explain all that a salesman should know. Suffice briefly to say that the salesman's fund of knowledge should comprise all that a successful business man should know.

"The teaching of salesmanship requires more careful planning than at present. I should like to see some of our wealthy business men endow chairs of salesmanship in our leading universities, such as Harvard and Boston Universities, to enable the teachers of that subject to have the necessary time and money to investigate selling problems from an impartial standpoint.

"Many business houses, it is true, have investigated and analyzed selling problems, but the principles and policies formulated as a result of them have not always had a universal application, because the conditions existing in that business alone have been taken into account."

Mr. Whitehead stated that he would like to see persons required to pass an examination for proficiency before being allowed to practice business for themselves. "Doctors and lawyers and dentists," he said, "have to pass an examination. This is in the public interest. If a law were passed making it necessary for men and women desiring to go into business for themselves to pass an examination to test their fitness to conduct the business with some degree of success, it would also be in the public interest. It would unquestionably tend to reduce the cost of living, for the two per cent. or more which manufacturers now add to the cost of their goods to cover bad debts would be materially reduced and this saving would benefit the consumer.

"Train men in salesmanship and business along the broad lines I have indicated, and business life as a whole will be sounder, more economical, more profitable."—"Printers' Ink."

NOT MANY BRANDS SOLD AT FIVE CENTS STRAIGHT IN THIS CITY

(*Continued from Page 13*)

sand, he says, And he is satisfied with that profit. The price of his brand is considerably under that of the big selling cigars in this locality. There is no disputing the increased cost of everything connected with cigars and cigar manufacturing. If this manufacturer can stand the increase in price and still make two or three dollars a thousand, some of the retailers are wondering how much he was making prior to the period of high prices.

One retailer ventured the suggestion that if the cigar manufacturers wanted to enforce the five cents straight price, they could easily do so. His plan is that manufacturers who have increased their prices should get together and refuse to place their goods with any retailer who does not sell leading brands at five cents straight. This would protect the dealers who want to increase but who are afraid to, and would prevent competition from those who selling the specified brands at less than five cents straight.

Indications are that this situation is not true of other sections of the country, but it looks very much as if the brunt of the price increase is falling on one or two brands only, as far as Philadelphia is concerned.

Kewanee Dealers Agree on Five Cents Straight

By agreement between the proprietors of cigar, confectionery and drug stores of the business district of Kewanee, Ill., all 5-cent cigars will be sold on a straight 5-cent basis and the cigar machines upon which the customer has heretofore had an opportunity to get more for his money, have been eliminated. This action of the dealers in cigars was deemed necessary on account of the advanced price in cigars.

A petition signed by practically every dealer in cigars in the down-town district was circulated by Dave Gamble, of the firm of Gamble & Son. Mr. Gamble states that the proposition was favorably received by all the dealers, and that while many of the dealers had been in favor of disposing of the wheels for some time, none were willing to have them taken out until all had done so. From October 11th on all 5-cent cigars will be sold for 5 cents straight in the places of business which signed the agreement.

Five Hundred Hands for New Mazer Factory

According to report, the new cigar factory of the Mazer Cigar Manufacturing Company, to be established in Columbus, O., will employ five hundred hands. The branch factory is to be six stories high, and will be located at Wall and Chestnut Streets. Operations for the construction of the building were begun October 15th.

George E. Piche

George E. Piche, for thirty-eight years a cigar manufacturer of Newark, N. J., died recently at his home in that city at the age of fifty-one. The deceased was a resident of Newark all of his life. He retired from business in 1914, and for the past six months has been seriously ill. Deceased is survived by a widow, two sons and two daughters.

James L. Hargitt

James Lee Hargitt, for many years a cigar manufacturer of Springfield, Ill., died recently at his home in that city. He was sixty-five years old. The deceased was born in Indiana and later removed to Springfield, where he has since resided. The deceased is survived by three daughters.

TOBACCO SHIPMENTS TO NEUTRALS DETAINED IN PORTS OF ENGLAND

(*Continued from Page 13*)

tries. A large quantity of American tobacco at once was released. Most of it had reached European ports, when it developed that Great Britain interpreted the agreement to apply, not to transactions in this country but to final transactions in Europe.

Trade Jottings

"Bud" Callendar will shortly open a cigar factory in Toulon, Ill.

Ben Straus, of A. Santaella y Ca., has been in the city taking up the merit of his cigars.

The tobacco shop of James Robins, of Oskaloosa, Ia., was recently destroyed by fire.

Alexander Herbert, vice-president of Philip Morris & Company, is at present on a business trip through the West.

Murphy & Koehle have recently secured by purchase the cigar store of Luther Wean, on North Main Street, Urbana, O.

Michael Thomas has completed his store building at Superior, Wis., and has put in a complete line of cigars and confections.

T. W. Hall has recently completed a campaign in Colorado on the Portuondo brands, and reports that success attended his efforts.

Harry Boston gathered some good business on his recent trip here. He handles pipes for Wm. Demuth & Company, and many orders for the "Wellington" brand were waiting for him.

"Turabo," a new brand of the Cayey-Caguas Tobacco Company, has recently been added to the cigar stands of the Finley Acker Company. They are also showing a 5-cent size of the "First Consul" cigar.

A. S. Weiler, who has been conducting a cigar factory at Fort Atkinson, Wis., has recently sold his equipment to the Leutz Cigar Company, of Jefferson, Wis. Mr. Weiler will become connected with the "Mi-Lola" factory in Milwaukee.

The Majestic Cigar Company, of Louisville, Ky., has recently been incorporated with a capital stock of $15,000. It will deal in cigars, tobacco and newspapers. The incorporators are John N. Burford, C. W. Montzendorf and H. M. Rogers.

According to J. H. Holtan, leaf dealer and lessee of the tobacco warehouse of the American Cigar Company, at Stoughton, Wis., the girls employed in the factory located in the building, are learning rapidly. He states that it will not be long before they will be receiving regular wages. The hands at present employed number fifty. Ten additional are expected shortly.

About Making Meerchaum Pipes

Meerschaum pipe-making is one of the most interesting processes of the American mid-West. In normal times, the meerschaum comes from abroad. Just now that export trade has stopped, and pipe makers get it from others at home—wherever it may be bought. It is shipped in white blocks resembling ivory. But the substance is considerably whiter than the usual elephant tusk is and very much lighter. In fact, the lightness of a given block of meerschaum is astonishing, comments the 'Popular Science Monthly' for September.

Handled for American manufacturers largely through New York commission houses, most of the best meerschaum is brought from Turkey in Europe. It arrives in little chests, or kasten, within which each separate piece of the substance is found securely wrapped in cotton. Such meerschaum is paid for by the number of pieces. Curiously enough the dealers prefer small pieces to large, since it takes an expert cutter to know how to cut such with minimum amount of waste. Skilled meerschaum cutters out of a job are not easy to find.

Cutting the meerschaum—the first step in pipe manufacture—is done with an ordinary saw. A good workman can cut the forms for perhaps two dozen pipes from the raw material in a single working day. As cut, these rough forms are thrown into cold water to soak. In the water they are left until the supply desired is cut up and the man ready to go on with the pipes.

Rudely assembling the ultimate pipe, each form is taken in hand and a hole drilled into the pipe head. Into this hole—the future bowl of the pipe—a plug, on a nearby lathe, must fit. With the embryo pipe mounted on this, shaping is begun.

The next step in the process, old-fashioned rushes are used—cut into slits and employed for polishing the pipes. Usually the rushes are moistened for such use. They impart a polish which, it appears, cannot be otherwise obtained.

Neatly shaped and polished, your meerschaum pipe must be subjected to still another process. The pipe is boiled in common beeswax, because no piece of meerschaum in the raw state will "color" as smokers require.

After this boiling the pipes are permitted to cool. Then they are given another polishing—this time with cotton flannel sheets and prepared chalk. Even that does not suffice. There must still go to that pipe a final hand polishing, done with alcohol.

From the time of starting a pipe until its completion a half-day's steady labor of the most skillful workmen is required.

Wexler's Cigar Store to be Remodeled

Having secured a year's lease on the cigar store which he now occupies, Sydney Wexler, doing business as Wexler's Cigar Store, Monroe, La., plans shortly to remodel the store. New cigar cases with automatic electric moisteners, comfortable settees and an attractive soda fountain are included in the improvements. Mr. Wexler started in business about eighteen months ago on a modest scale, but has by attention to business and the service which he has rendered, increased his business to such an extent that more up-to-date accommodations are necessary.

The Grand Cigar Company, Chattanooga, Tenn., has recently incorporated with capital stock of $2500, to buy and sell cigars and tobacco at wholesale and retail. The incorporators are: J. R. Rule, E. D. Rule, G. I. McCarty, J. C. Spencer and S. B. Strang.

Readjustments That May Be Expected After the War

A. A. Housman & Company, of New York, in their current circular, discuss the conditions that are to be expected after the war ends. The vital element in the great industrial revival, the most remarkable movement in the annals of any land, centered, they urge, around the overseas trade and this continues as the great sustaining force; not the only impulse, of course, for other factors have come into play, but the situation prevailing abroad which stimulated this activity must still be reckoned upon. "Without subscribing to the extreme view that the cessation of war will plunge industry back into the unhappy condition that prevailed before the outbreak it is only reasonable to look for readjustments, and peace assuredly will bring to pass in time some if not all the following changes:

"1. A curtailment, if not the cessation of the abnormal demand for munitions; a reduction in prevailing high prices for foodstuffs and raw materials; a more nearly normal condition of ocean transportation and a restoration of European competition in neutral markets.

"2. European export and import combinations under the support of various governments or groups with the possibility of preferential tariff and navigation alliances.

"3. A revival of European manufacture stimulated by the disbanding of the armies in the field and the return of vast numbers of men now serving with the colors to agricultural and industrial pursuits.

"4. A revival of European investment in neutral markets as a means of reclaiming trade and re-establishing financial and commercial relations which have been interrupted by war."

Cuba's Trade in Playing Cards

Cuba's imports of playing cards in the fiscal twelvemonth ended June 30, 1916, reached a higher figure than in any of the three preceding years, being 3734 gross, as against 2849 gross in 1914-15, 2889 gross in 1913-14, and 3352 gross in 1912-13. Of these cards approximately 1000 gross came each year from the United States.

Spain is the largest exporter of cards to Cuba, its exports amounting to 2500 to 3000 gross per annum. All cards exported from Spain have the Spanish faces and they are in general use all over the island, the American faces being used in clubs where poker is the principal game. There are three grades of Spanish playing cards imported into Cuba, known as Sol, Loba, and Heraldo. Formerly there was a large sale of the first of these, but since the imposition of an internal-revenue tax of 5 cents on each pack importations have fallen off. They are of the very poorest quality, crudely lithographed on a cheap strawboard. At the present time the imports are about evenly divided between the Loba and the Heraldo, but the latter board is growing in popularity. The prices per gross paid by the Havana exporters for these cards at the factory in Spain are: Sol, $1.60; Loba, $5.50; Heraldo, $11.56.

The Spanish cards are sold by traveling representatives of the Spanish factories who visit Cuba every two years. American cards are sold by representatives who visit Havana annually. Merchants in the interior are supplied by the Havana jobbers.

[A list of importers of playing cards in Havana may be obtained by addressing the Bureau of Foreign and Domestic Commerce or its district and co-operative offices and referring to file No. 1011.]

After being in the cigar and tobacco business for fifty-nine years, Henry J. Wieneke, of Iowa City, has sold his store to Milo Doefler, of Cedar Rapids, Ia.

Ths Importance of Thrift in Industry

By Frank A. Vanderlip, President, National City Bank, New York

THE most important economic factor in industrial organization today is the equipment with which men work, the machinery, the material industrial plant. The mechanical plant multiplies the workman's capacity over and over. Everywhere in industry we see the process of increasing the productiveness and easing the toil of labor by providing better tools. This improvement of industrial plants is clearly in the common interest. Every man works for the common fund. If a community were hiring a man to cut its wood, it would not deliberately send him out with a dull axe. Just as truly is it of importance to the national community to be equipped with industrial plants of the highest efficiency. No man should work without a tool if a tool can be devised to increase his capacity or reduce the expenditure of effort to attain a result.

But tools cost money. Before they can be had, there must be a command of capital. They represent savings. It is the new savings, the new capital, which pays for the experiments, develops new machinery, builds the new industrial plants, and thereby creates the additional demand for labor and increases production.

Now in this connection, I should like to make a point that I believe would be of great national significance if it were generally understood. Every time a workman puts a dollar in a savings bank he has contributed to increasing the wage fund. With the new capital thus created there will inevitably be additional money to pay out in wages. If we will but trace the process, we will see that its action is automatic, certain, inevitable.

Now we are in a period when the destruction of the world's capital is going on at an appalling rate. Is it not, then of the greatest importance that every effort should be made to replace this destroyed capital? There will be great need for capital in the years to come when reconstruction is going on.

While a dollar saved by a workman helps to give to some workman a job, so does every other dollar of savings, whether it comes from wages, or interest, or profits. The economic effect of a dollar saved and invested is just the same, whether the owner is a wage earner, an employer or an heir of inherited wealth. If the savings are devoted to reproductive purposes, it makes no difference whether they are the savings of the workman or the millionaire.

If that view is sound, it demonstrates that there is a fundamental unity in society which no power or conspiracy can do away with. Individuals may be selfish, they may scheme for personal and temporary advantage but whatever gains they make, insofar as they are saved and turned into reproductive capital, react to the benefit of the whole community. If there is such a fundamental unity in society, then any class conspiracy to gain advantage for that class is futile. The employing class is dependent upon the wage-earning class for a market. The farmer cannot eat his own crop, or employers trade goods with each other. If there is increased production, it must go to the only possible consumers, the masses, and none can be so interested in every movement that will increase production as the masses.

We have heard a good deal about a new freedom. I tell you that any new freedom that seeks to make conditions where inefficient managers of business can successfully compete with enterprising and capable managers of business is a dangerous sort of freedom. Any system which aims at hampering the enterprising and capable, circumscribing men of vision and originality for the purpose of protecting and supporting other men who lack those qualities is not only vicious in its morals, but is bound to be disastrous in its economic effects, in just the proportion that it is successful. Inefficient employers are not the ones who raise wages. They could not raise wages if they would. The important thing in our industrial life is not that any particular individual or concern shall be kept in business, but that business shall be so conducted that production goes on in the most economical manner. We frequently make the mistake of putting too much emphasis upon the division of present profits and too little emphasis upon the development of industry. Suppose a man of superior skill with the aid of large capital and the introduction of the most efficient methods does make a great fortune where none existed before, who really profits by it? The answer is that society will get all of it that he does not eat or wear out. His savings, just as much as the savings of his humblest employees, must find their way into reproductive employment. The industrial plant somewhere will be increased. Production will in turn be cheaper and society will be the gainer.

I believe in the essential unity of society the world over, but I hold it to be no unworthy sentiment to have a special interest in the development of a spirit of unity in my own country. We cannot be one people without a knowledge of our common interests. The war with all its horrors and burdens for the people engaged in it, is not an unmitigated evil, and one of the benefits is the growth of the spirit of national unity in these peoples. There is no doubt that if all class misunderstandings are not cleared away, at least there is better knowledge and greater mutual respect. They have seen each other show the true metal and make the supreme sacrifice, and the extremes of society are nearer together there than they have ever been before. It will be easier for them to discuss their differences than before, while in this country on the other hand there is danger that the antagonism which vexes and obstructs industry will be intensified by the conditions during and following the war.—"American Industries."

Philippine Exports of Tobacco and Cigars

There was a marked increase in the Philippine exports of leaf tobacco for July of this year as compared with the corresponding month of last year, the increase in value being approximately $500,000. This gain, however, was due largely to the shipment of accumulated stocks during the month. The prevailing higher prices also contributed to the increased value. The average value per ton for leaf tobacco for July, 1916, was $160 as compared with $146 for July, 1915. There was an even greater difference in June, 1916, as compared with the same month of last year; during the former it was $251.50 and during the latter $154.50.

Cigars also show an increase of nearly 100 per cent. in the number exported during July of this year, as compared with the same month last year. The value of the exports, however, only increased a little more than 45 per cent. This fact is accounted for by the cheaper grades of cigars exported for July, 1916. The average value per thousand of the cigars exported during July, 1915, was $15.50, against $13 in July of this year.

Firm of Lewis Bremer's Sons Withdraws

AFTER fifty years in business as Lewis Bremer's Sons, Harry W. Bremer, sole surviving member of the firm, has announced the withdrawal of this house from the leaf tobacco business, and he has purchased an interest in the cigar manufacturing firm of Pent Brothers.

The business was founded in 1825 by Lewis Bremer, grandfather of Harry W. Bremer.

Harry W. Bremer has been connected with the above firm for nearly thirty years. He has always been an active worker, and the firm has always stood in the first rank.

Mr. Bremer has purchased the interest of A. V. Pent, of Pent Brothers, who have a factory at Souderton, and offices and headquarters at Thirteenth and Sansom Streets, this city.

John H. Boltz to Open Factory in Norristown

According to report, John H. Boltz, formerly of Boltz, Clymer & Company, is to open a cigar factory in Norristown, Pa. The location of the factory is said to be in the Elston Building, on Main Street, where the new company will occupy the first, third, fourth and fifth floors. The concern will be run under the name of the John H. Boltz Cigar Company.

J. Durbin Acker, of the cigar department of J. Finley Acker Company, is taking a rest at Atlantic City.

Frank Lopez, of Garcia & Vega, has been going the rounds of his customers, taking orders for this well-known house.

George Krause has been calling on the trade in behalf of the "La Preferencia" brand. The demand for these goods continues strong.

Nat Rosenheim, of San Martin & Leon, came to the Quaker City recently. He gathered in some nice repeat business among the trade.

"Hi" Hammer, of Corral, Wodiska y Ca., was noticed in several of the cigar stores adjacent to Broad Street not long ago. As usual, he was gathering in orders.

Victor Lopez, of J. Klorfein, manufacturer of the "Garcia Grande," has been looking over the trade in this city. He is well pleased with the popularity of the brand.

William S. Luckett to be Active in Advertising Agency

LUCKETT, LUCHS & LIPSCOMB, manufacturers of the "Reynaldo" cigar and other brands, with factories at Gilbertville, Pa., have recently completed a transaction whereby E. M. Schwarz & Company, will acquire their business, brands and factories.

"Reynaldo," the principal brand of the company, has acquired a wide distribution in the East as well as on the Pacific Coast. The brand has met with much favor wherever introduced.

It is understood that a corporation will be formed by E. M. Schwarz & Company, known as the Reynaldo Cigar Company, and that the former business of Luckett, Luchs & Lipscomb will be operated under this title, under the direction of E. M. Schwarz & Company.

William S. Luckett, a widely known figure in the cigar manufacturing industry, and one of the most active members of the firm, has stated to a representative of "The Tobacco World" that he would become connected with the Richard A. Foley Advertising Agency, in which he has been interested for some time. This firm will shortly open a New York Branch, but it has not been decided who will have charge of it.

Duncan & Moorhead in New Quarters

The old-established jobbing house of Duncan & Moorhead, located for a number of years at 529 Chestnut Street, is now in their new home at 722 Chestnut Street, where they have one of the most commodious jobbing quarters in the city.

A new humidor has been installed, holding 2,000,000 cigars, which is said to make it the largest in the city. In addition there is an excess vault with a capacity of 1,000,000 cigars.

While the firm makes a specialty of imported goods, they have a special cigarette department. Shipping department facilities are unusually good.

The store has been completely renovated and the equipment has been brought up to the most modern standards. Indications point to the firm entering on a new era of prosperity.

E. J. Murray, Eastern representative of Adolph Frankau & Company, Limited, was a recent visitor.

It is reported that H. Petrosky, now on Thirteenth Street, below Market, has acquired a lease on the store at 1427 Chestnut Street, and that he will open for business about October 25th.

Knickerbocker's Broadway Jottings

Ralph Gans, of Gans Brothers, was a recent caller on the trade in Louisville, Ky.

Morris Levy, of S. I. Davis & Company, has returned to New York after a sales trip.

D. Harry Moulsdale, representing Sanchez y Haya, was a recent visitor in New York City.

Samuel Goldberg, of the Lilies Cigar Company, of Detroit, was a recent visitor in New York City.

Joseph Mendelsohn, of Mendelsohn, Bornemann & Company, has gone to Havana to look over the leaf market.

Ben Meyer, of Meyer & Mendelsohn, has been receiving congratulations on the arrival of a son at his home.

"Natural" cigarettes have been the subject of heavy advertising matter in all of the Edwin Cigar Stores recently.

Following a two-weeks' trip, Percival Hill, president of the American Tobacco Company, is back again at headquarters.

L. B. McKittrick, vice-president of the Tobacco Products Corporation, is expected back from his Western trip next week.

Leon Schinasi, vice-president of Schinasi Brothers, Incorporated, has been off on a trip to New England territory the past week.

A. V. Jockel, of the Ruy Lopez Company, returned to the city recently after a most encouraging trip through the South and West.

Philip Verplanck, of the Preferred Havana Tobacco Company, has been calling on the trade in New York, offering a new product.

A. J. Lachman, of the American West Indies Cigar Company, has returned from a trip to Porto Rico, where he inspected the crops.

George L. Storm, vice-president of the Tobacco Products Corporation, has been calling on the jobbing trade in the New England States.

With the arrival of the S. S. "Ryndam," H. Duys & Company expect to receive a large shipment of their recent purchases of Sumatra leaf.

Alexander Herbert, of Philip Morris & Company, is on a visit to French Lick, and, following a rest there, will proceed to the Pacific Coast.

Albert Freeman has returned from a successful trip through the coal regions of Pennsylvania, where he secured some very attractive orders.

After spending some time in Chicago, Peter Welcher, of Welcher Brothers, who manufacture the "Cyro" cigar, has returned to the factory.

"4-0-9," the new 5-cent brand from the factory of Salvador Rodriguez, is growing in demand, according to reports from Broadway headquarters.

The new label department of A. Frankau & Company is making a fine start. Mr. Prochaska states that he had closed some excellent contracts during the past week.

According to Secretary Charles Dushkind, the Tobacco Merchants' Association of the United States now has a membership of four hundred and twenty-five.

Following a trip to Chicago, James Zobian, well-known advertising man for the "Philip Morris" cigarettes, is back at his desk, prepared to produce some more excellent copy.

W. H. Lewis, who travels in the West for Adolph Frankau & Company, Limited, was a recent visitor to the New York offices. He has since returned to his territory.

"Jean Valjean" continues to keep in the public eye through newspaper advertising. It is certainly bringing results, for the office reports that orders are heavier than ever.

E. M. Freeman has left for a trip through New York State, Michigan and Northern Ohio. He expects to gather in some good-sized orders of the "La Flor De Intal" brands. brands.

The smoker who has determined for himself the difference in the quality of different brands, will not give up his favorite simply because he can no longer get six for a quarter.

B. Wasserman Company, cigar importers at 77 Chambers Street, report a splendid outlook for the holiday season. Mr. Wasserman has recently left on a brief trip to Washington, D. C.

Genial Robert E. Lane, Partagas representative for the United States, is back in New York after an extended trip across the continent. He is very well pleased with business that he secured.

Charles A. Weeks, for the past four years advertising manager of the Tobacco Department of the American Tobacco Company, has resigned. His future plans have as yet not been divulged.

The Shell packings of "Ramon Allones" cigars are to be noticed in many of the high-grade shops about the city. They have met with a hearty reception from the consumer, according to reports.

Ernest J. Moss, the popular sales manager of Bowring & Company's cigar branch which represents the Philippine Company, has recently left the city and sailed from San Francisco for Manila. While in Manila, Mr. Moss will visit the plantations as well as the factories.

Adolph Hirtenstein, who is tucked away in a busy little store at 330 Fourth Avenue, reports that his factory was never in receipt of so many heavy orders on his "La Zinda" and "La Murien" brands. Every effort is being made to catch up, but orders still keep ahead of the output.

Demand Increasing for American-Sumatra Co.'s Wrappers

THE increasing demand for shade-grown wrappers produced on the plantations of the American-Sumatra Tobacco Company, in Connecticut, Georgia and Florida, is indicative of the decided improvement in the character of these goods, says President Julius Lichtenstein. Mr. Lichtenstein has lately returned from a trip to the Connecticut holdings of his company, and is most enthusiastic about the new crop. This company has spared no endeavor to make constant improvement in the character of the leaf grown under their supervision. The increasing demand for their leaf and the growth of the shade-grown cigar industry tell the story of their success.

Pasbach-Voice Lithographing Company Enlarge Quarters

The Pasbach-Voice Lithographing Company, Twenty-fifth Street and Eleventh Avenue, have recently placed orders for additional equipment to occupy the 10,000 square feet of floor space which they have recently added. The offices are being moved from the ninth to the eleventh floor.

The new machinery will be of great assistance to the firm in turning out the heavy volume of orders which continues to pour into them from all parts of the country.

Schulte Gets Coney Island Location

Pease & Elliman have leased to the Schulte Cigar Company for a term of years at a rental aggregating $20,000 the exclusive privilege for the sale of cigars in Luna Park at Coney Island. Included in the space taken by the Schulte Company is a large store on Surf Avenue, at the entrance to the park, a large booth on the interior of the park entrance, and space for stands at the dance pavilion and the cafe. The Schulte Company, after extensive alterations and improvements, to be commenced May 1, 1917, will open branch establishments. The Schulte Company, through Pease & Elliman, have leased at Coney Island two other prominent corner locations, one opposite the Culver Depot and one adjoining the new West End Depot.

"Belinda" Representative Opens Office in Singer Building

H. J. M. Green, who will represent the Havana factory manufacturing the "Belinda" brand, has recently opened offices in the Singer Building on the tenth floor. This year promises to be a banner one for the importers, and according to Mr. Green, he is having more than usual success in the sales of the finer "Belinda" sizes. In addition to gathering in some good orders, Mr. Green has shown his ability by adding several new and attractive accounts for the factory.

Sidney Goldberg, of Simon Batt & Company, is now on the Pacific Coast, where he is covering a number of cities with Eugene Stolz, the Pacific Coast representative of the firm.

Former Co-Workers Remember W. A. Charles

W. A. CHARLES, until recently with the firm of G. S. Nicholas & Company, was pleasantly surprised not long ago when the officers and employees of G. S. Nicholas & Company presented him with a gold watch on the day which would have marked his thirtieth year in the employ of the company. Mr. Charles is now with Charles & Company, but the fine feeling of appreciation and friendship that is held for him by G. S. Nicholas & Company was apparent not only in the gift itself, but also in the speech of presentation by G. S. Nicholas.

Max Schwarz Raises Prices

Max Schwarz, manufacturer of the "La Primadora" and other brands, has notified the trade that after October 5th, prices on certain sizes of the "La Primadora" will be subject to an increase. Like other manufacturers, Mr. Schwarz knows that the increasing cost of production means either inferior goods or higher prices. Having established a reputation for merit, he refuses to sacrifice the quality of the brand, and instead, asks the trade to pay more for the brand.

Enoch Shold has recently purchased the cigar store of Fred Conrad, Jr., in Boulder, Col.

H. W. Coe, with M. Melachrino & Company, is at present calling on trade in the Middle West.

E. Popper, of E. Popper & Company, manufacturers of the "Famosa" brand, is now on a trip through the West.

T. C. Gales, a director of Henry Clay and Bock & Company, was a recent visitor in Buffalo, following a visit to Chicago.

The cigar store on Orange Street, Redlands, Cal., formerly owned by Tarra & Harris, has been taken over by C. A. Branam, of Los Angeles. Mr. Branam was originally in the tobacco business in Indianapolis.

Six hundred men and women, employed as cigarmakers by the Di Nobili Cigar Company, Ravenswood, L. I., recently went on a strike for higher wages, demanding thirty-five cents a hundred, instead of thirty cents.

Certificate of incorporation has recently been filed by the Mocha Pipe Company, of Newark, N. J. They will deal in pipes and tobacco. Capital stock is $15,000. The incorporators are C. M. Smith, L. J. Dietz, and Cecilia Dietz.

The Delta Cigar and Vending Machine Company has recently been incorporated at Delta, Ohio, with a capital of $5000. They will engage in the manufacture and sale of vending machines. The incorporators are Thomas Bird, H. J. Packard, R. Packard, W. B. Barendt and R. O. Orwiller.

The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, October 7, 1916.

DURING the past fortnight the transactions have been even somewhat larger than during the previous one, although while there was a slight falling off in the demand by the American manufacturers, the local cigar and cigarette manufacturers have been considerably more active.

The clear Havana manufacturers from the United States have not hesitated to pay the prevailing prices, and secure enough goods to tide them over until the coming crop, while on the other hand the few leaf dealers that have come here so far, have not operated as much as formerly, being scared by the present high prices, and as they fear, that there might be a greater reaction during the coming year. However, we cannot share their opinion, as evidently the stocks are far below the normal demand from the United States. As we feel convinced that all of our stocks of this year's crop will be needed, we would virtually enter the next crop here with no stocks on hand worthy of mention.

As we have stated already before, citing the reasons why we could not raise a normal crop during the year 1917, even if weather conditions should be all that could be desired, we are sure that prices are bound to rule high for the 1917 growth, and the demand eventually might exceed the supply.

Nothing can be said yet about the coming crop, although there might be some seedlings ready for transplanting very soon, but as the cautious vegueros do not like to start the planting until the 15th to 20th of this month, it is useless to guess of what might be in store for us.

Sales during the past fortnight totalled 15,008 bales, which are divided into: Vuelta Abajo and Semi Vuelta, 6476 bales; Partido, 4079 bales; Remedios, 4061 bales, and Oriente, 392 bales.

Buyers were: Americans, 6786; exporters to Europe and Canary Islands, 462; shippers to South America, 360, and our local manufacturers of cigars and cigarettes, 7400 bales.

Receipts of Leaf Tobacco from the Country

For two weeks ending Sept. 29, 1916.		Since January 1, 1916.
Vuelta Abajo	14,172 bales	124,992 bales
Semi Vuelta	2166 "	15,109 "
Partido	2035 "	21,133 "
Remedios	10,824 "	89,920 "
Oriente	46 "	6,462 "
Total	29,243 "	Total 257,616 "

Exports of leaf tobacco from the port of Havana, during the two weeks ending September 30, 1916, totalled 8392 bales, and which were consigned to the following countries, namely: to all ports of the United States, 7756 bales; to Canada, 319; to the Canary Islands, 90; to the Argentine Republic, 207, and to Chile, 20 bales.

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Joe Diaz, president of the Preferred Havana Tobacco Company, and Joseph Frankfort of Calero & Company.

From Tampa: Colonel Alvaro Garcia, of Garcia & Vega; Manuel Garcia, of Perfecto Garcia & Brothers; and Mortimer Regensburg, of E. Regensburg & Sons.

From Key West: Vivian M. Meyers, vice-president of the Cortez Cigar Company.

From Hamilton, Ont., Canada: William Presnail, of the Harper Presnail Cigar Company, Limited.

Departures—To New York: Simon Ruppin, Henry Oppenheimer and Elaidio Tejeira.

To Tampa: Mortimer Regensburg, Jose Lovera and Salvador Rodriguez, with his foreman, S. Ronchazo.

To Chicago: Benito Martinez and Celestino Puente.

To Key West: Vivian M. Meyers.

To Hamilton, Ont., Canada: William Presnail.

Cigars

Business of late in our cigar factories has been very good as far as our large factories are concerned, although we are sorry to say that the smaller factories have not participated in this improvement, and in fact, as one of our larger cigar manufacturers stated, in an interview with a reporter of our local trade paper, "El Tobaco," it seems that the large factories have captured the business which some of our smaller factories have been doing. Of course, while this seems to be a great hardship for the smaller manufacturer, it agrees, however, with Darwin's theory of the "survival of the fittest," and which seems to be the rule in all trades, as well as in all countries.

We are sorry that we have not received our reports of the exports for the month of September, according to our custom house returns, although from an incompleted advance sheet we had noted that the exports to the United States, as well as to Great Britain have increased considerably during the last fortnight, as compared with the same period of last year. While according to the exports, those manufacturers who have done a large business ought to be making some money, it is, however, a fact that according to the high prices paid for this year's leaf, matters in reality are not as prosperous as an outsider might suppose. The high prices and the scarcity of stocks at present are also a great stumbling block for the small manufacturer who wishes to compete with the larger ones.

Our Secretary of State informed the Union of Cigar Manufacturers that he had received a reply from the Cuban Minister at London, stating that the British Government had not made any change in the existing arrangement of the imports of our cigars, and therefore the cable, which had been published by our daily press a short time ago, that the Board of Trade would allow imports of cigars and leaf tobacco upon the basis of the imports during the three years of 1913, 1914 and 1915, must have been a hoax.

H. Upmann has been making some very heavy shipments last week to the United States, and is working also at present with all hands.

Partagas has exported large quantities of cigars not alone to the United States, but also to Great Britain, the Argentine Republic and Australia.

Punch has been receiving Christmas orders from its representative in the United States, Don Augusto Kuttnauer, and is also busy working for England.

Hoyo de Monterrey, Por Larranaga, Belinda, Sol, Eden, Ramon Allones, and Devesa de Murias, are busy, and this cannot be said of a good many of our other factories.

Leaf Tobacco

Some of the old timers in the leaf business may be sorry to learn of the death of Edmund Meyer, at Bremen, Germany, and which news came by wireless last week, having been received by Leslie Pantin, his brother-in-law. The deceased had been connected for some twenty-odd years with the house of H. Upmann & Company, and during the latter period had the power of attorney conferred on him. He was of a very jovial character and very frank in all his transactions, thus having made many friends during his stay here. He retired with his family to Bremen in 1904.

Pablo Perez, the president of the Havana Tobacco Stripping Company, returned here last week.

Juan Diaz Ynguanzo, of the "El Rey del Mundo" cigar factory, arrived here from his vacation in the United States, during the past week.

From reliable information we have learned that Leslie Pantin made some purchases for account of his customers during the last two weeks totalling 2668 bales of all kinds of leaf tobacco, both in the city and country.

Mortimer Regensburg shall have made some very heavy purchases during his stay here for his firm of E. Regensburg & Sons, of Tampa and New York.

Walter Sutter & Company during the past two weeks have purchased for account of their customers 1384 bales of leaf tobacco.

Salvador Rodriguez, of "Charles the Great" fame, has made some fair purchases of fine vegas of Vuelta Abajo, as well as some Partido leaf, although we understand that he still carries enough stocks of the fine crop of 1914.

Shippers above 200 bales of leaf tobacco, during the last two weeks, were: Virgilio Suarez, 1747 bales; Walter Sutter & Company, 1038 bales; Manuel Suarez, 859 bales; J. Bernheim & Sons, 800 bales; Leslie Pantin, 709 bales; Menendez & Company, 616 bales; Jose Suarez & Company, 578 bales; Sob. de A. Gonzales, 496 bales; M. A. Gunst & Company, 364 bales; Ernest Ellinger & Company, 350 bales; Maximilian Stern, 338 bales; Calixto Lopez & Company, 291 bales; Mark A. Pollack, 276 bales; Cuban Land and Leaf Tobacco Company, 268 bales; Manuel A. Suarez & Company, 260 bales; I. Kaffenburgh & Sons, 229 bales.

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CHARGE MONOPOLY IN MANILA LEAF

Claim Made That There is a Corner in Philippine Leaf—Two European Firms Said to Hold Bulk of Crop

PRESS dispatches have indicated that there is a feeling among Manila cigar manufacturers that there is an attempt on the part of some persons to corner the leaf market. Discussing the situation the correspondent for the "Associated Press" writes:

"Smaller cigar manufacturers of Manila—and they are legion, principally Chinese—have appealed to the Government to break what they call a corner on leaf tobacco which has forced the prices of this article to a famine level. Two European firms which have put close to two million dollars into the purchase of leaf tobacco are accused of being back of the corner. One of these firms is exporting extensively to Holland while the other is holding its stock locally for big prices.

"The new Philippine National Bank, in which the Philippine Government is the largest stockholder, has come in for criticism at the hands of a section of the local press for financing the alleged corner, but it is known that one of the firms involved is not a client of the bank. Directors of the bank furthermore declare that if evidence can be deduced that any loan made was to foster a corner, the loan will be cancelled forthwith.

"Director of Internal Revenue Rafferty, who is the Government official closest to the tobacco industry, declares that the unprecedented demand in the United States for leaf tobacco and the increasing American demand for Philippine cigars, were responsible for the record-breaking purchase and prices in the Philippine tobacco trade.

"He pointed out that up to July 15th there had been an increase of 440 per cent. in the shipments of Philippine leaf tobacco to the United States. This indicated the immense demand and was a reason for high prices and scarcity of tobacco leaf. Competing buyers from Manila are flocking into the tobacco-producing provinces and offering the planters double the price paid last year. Never before in the history of the tobacco business in the islands have crops been disposed of so early in the season.

"The boom has spelled prosperity for the tobacco planter—a prosperity doubly welcome because of the depression which followed the outbreak of the European war and cut off the consumption of Europe, one of the biggest buyers of Philippine leaf tobacco.

"But the cigar manufacturer has not shared in this prosperity. Raw materials of every kind have gone up in price and tobacco leaf has advanced enormously. The American demand keeps his plants busy but at a loss, since the greater part of his export is a cheap grade of cigar. In the higher grade cigars, he makes money.

"A number of cigar manufacturers have appealed to the Collector of Internal Revenue, pointing out that high prices and cut-throat competition are forcing ruin on many Manila factories. The Collector's statement suggests combination to regulate competition and intimates that if the present ruinous conditions are allowed to continue, the Government may intervene."

Cabaret for Los Angeles Retailers

The Independent Retail Cigar Dealers' Association of Southern California, Los Angeles, Cal., this year celebrated National Cigar Day by holding its third annual banquet on the evening of October 12th. The affair was held at the Hotel Hollenbeck, and included a cabaret show. This proved to be one of the most interesting features.

Most of Up-State Crop Sold

Lancaster, Pa.

Nine-tenths of this year's tobacco crop has been sold at prices averaging about sixteen cents for wrappers and six cents for fillers. Growers who have not sold are asking from eighteen to twenty cents for wrappers and six to seven cents a pound for fillers. Packers generally say sixteen cents is the limit.

Seventy-five per cent. of the leaf tobacco raised in York County this year has been sold at prices which are an advance of 100 per cent. over those of last year. Because of the unusual demand, four cents a pound is being paid for filler and twelve cents a pound for wrapper.

Embargo on Tobacco to Neutral Countries Hurts Kentucky

W. B. Kennedy, of Paducah, Ky., numbered among the largest tobacco dealers of that State, accompanied by Mrs. Kennedy, was a recent visitor to Fulton, Mo., as the guest of L. U. Nickell, his cousin. When seen at Fulton, Mr. Kennedy stated that the growers of his vicinity of Paducah export annually to foreign countries, tobacco valued at approximately $15,000,000. He himself does an annual export business approximating $3,000,000.

Mr. Kennedy, who is Kentucky's largest independent tobacco dealer, a short while ago concluded a contract with Holland for a period of one year, calling for 2,500 hogsheads of 1,000 pounds each. He has seven factories which handle yearly millions of pounds of burley tobacco, including the curing and the getting of it ready for exportation to foreign countries. He is at present negotiating with Holland for a contract for the next fiscal year, but the embargo which has been placed by England on American tobacco entering Holland is causing delay in the confirmation of the contract. It appears to be the contention of England that Holland is permitting the tobacco to go out of her back door to Germany. In speaking of the embargo, Mr. Kennedy said:

"That embargo is going to hurt us Kentucky growers if we do not succeed in getting it raised. England has no legal right to stop us but she is doing it just the same. The United States has threatened her with an embargo on stuff now going to Europe if she does not raise the tobacco embargo. England also has stopped out tobacco business to France, Italy and other allied countries, because she is requiring her tobacco merchants to pay about 50 per cent. of their net proceeds to the war budget."

Prices to Rise in Morris, Ill.

At Morris, Ill., intimation was given recently to smokers of Morris and Grundy counties that they will be called upon shortly to pay for their smokes higher prices than have prevailed heretofore. Labor troubles are given as the reason, manufacturers stating that it is well-night impossible to keep some of the staple brands of cigars in stock. Not only this, but much difficulty is experienced in securing them. Retailers are now paying for cigars an increase of $2 per thousand. While prices to the consumer have not gone up, the "six-for-a-quarter" is doomed. Hereafter the price will be 5 cents straight. This will be necessary if the dealers are to come out even. Cigarettes are aiso to feel the effect of prevailing conditions. In future the 10-cent package will retail at 15 cents.

Retail Association Formed in Pasadena

Retail dealers in Pasadena, Cal., have recently met and formed the Pasadena Retail Cigar Dealers' Association. Practically all of the local retail dealers have joined as have many of the druggists handling cigars.

B. F. Wise has been made temporary chairman of the association, and E. J. Bonner, secretary and treasurer.

IT'S TIME TO SMOKE
Both Filler and Wrapper Grown on the Island of Cuba
COME IN AND BUY ONE and You will Buy them by the Box
WINBERGERS
BST
VLUE
Havana Cigars
5¢ per box

This display appeared recently in the window of I. Weinberger's cigar store at 228 North Spring Street, Los Angeles, Cal. The cigar is sold for straight five cents. It is made by the Tampa Morgan Cigar Company, of Tampa. Mr. Weinberger states that his shipments of these cigars from Tampa average 5000 a month.

Green Bay Manufacturers to Increase Price

Green Bay manufacturers, Green Bay, Wis., at a meeting held recently, raised the price of $30 cigars to $32 per thousand. This was done in order to prevent advances in prices of tobacco stock and other materials for cigars. It was decided that the ruling of "no discount after 30 days" would hereafter prevail in the selling to retailers. Ten-cent cigars which are sold by the manufacturers at $60 to $70 a thousand are not to be affected. In speaking of the increased prices, it was stated that tobacco stock costs from 25 to 50 per cent. more, molds from 50 to 100 per cent. more, gum tragacanth 500 per cent. more than a year ago.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., OF "THE TOBACCO WORLD", PUBLISHED SEMI-MONTHLY AT PHILADELPHIA.

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By the Act of August 24, 1912.

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(Signed) J. LAWTON KENDRICK.

Sworn to and subscribed before me this 4th day of October, 1916.

JOHN M. HOLTON,
Notary Public.

(Seal)
(My commission expires March 1, 1919.)

Tampa

Cigarmakers Back at Their Benches—Record-Breaking Year for Many Factories—Salvador Rodriguez Again at the Factory—Many Visitors to the Havana Leaf Market

Tampa, Fla., October 10, 1916.

Most of the factories have settled their differences with the mold workers by giving an increase of about a dollar a thousand, which is considerably less than the average demanded. After a seemingly hopeless situation, the atmosphere is clarified by the compromise, which, I understand, has been agreed upon by all of the factories, except one. Most of the workmen were in their places yesterday. Of course, orders have been held up by the strike, and the factories will be put to their utmost to make up for lost time.

Orders coming in to the factories indicate that this will be a banner year. Holiday orders are coming to hand earlier than usual, and the number of cigars asked for exceed those of previous years.

Jose Lovera, who has been in Havana on business, recently returned to the city, and has since left for New York.

Y. Pendas & Alvarez report a heavy increase in orders, but are not as jubilant as otherwise, owing to the fact that cigarmakers are scarce. They are filling the benches at every opportunity.

Another firm which is experiencing the same difficulty is Arguelles, Lopez & Brother. The demand for their brands is most gratifying, but the slowness in securing help handicaps them in getting out orders.

Mortimer Regensburg, of E. Regensburg & Sons, has been in the city for a brief visit to the factory. He has been in Havana looking over the leaf market.

Alvaro Garcia, of Garcia & Vega, has left for a trip to Havana. He came here recently from New York.

Angel Cuesta, Sr., is back at the factory following his visit to Havana. The "Truly Spanish House" reports that orders are coming to hand in every mail, and that a record season is looked for.

Manuel Garcia, of Perfecto Garcia & Brother, is among those who have recently left for the Havana leaf market.

Jose Diaz, of the Preferred Havana Tobacco Company, came to Tampa last week, and, after a short stay, continued to Havana.

Salvador Rodriguez, of the "Charles the Great" factory, is back at his desk after a trip to Havana. Mr. Rodriguez has been out of town all summer, but he states that he proposes to spend most of the winter at the factory.

Karl Cuesta has returned from Havana, and will soon start out as a salesman, covering Florida for the factory.

Jose Escalante has returned from Cuba where he made some large purchases of leaf. The factory is working to capacity, and orders are constantly coming to hand.

The Tampa-Cuba Cigar Company reports many orders for immediate shipment. These, together with other orders coming in, indicate that another Tampa factory will have a record-breaking year. Ernest Berger is back from his trip North, and states that it was a most successful one.

Perfecto.

Leo Mann, of Newton, N. J., has recently removed to Norwich, N. Y., and has opened a cigar factory and wholesale store in the Flanagan Block on East Main Street.

Cincinnati

Opening of Latonia Track Brings Business to City Jobbers—Clerks Also Ask for Raise in Price—Napoleon DuBrul Recovering from Operation

Cincinnati, Oct. 11, 1916.

With the opening of the Latonia track, Cincinnati jobbers were in receipt of heavy orders for cigars for the track stands. The attendance thus far has been unusually heavy, and naturally the sales of cigars and cigarettes has been very good. "Cuesta-Rey" is in demand there.

Napoleon DuBrul, of Miller, DuBrul & Peters, recently passed through a surgical operation at his home, his condition being too precarious to permit of his removal to a hospital. He withstood the shock, and is reported to be convalescing.

Charles Krohn, of Charles N. Krohn & Company, who distributes "San Felice" and "El Verso" for the Deisel-Wemmer Company, states that the increases in the prices of these brands have been received in good part by the dealers. "San Felice" is now $37.50, and "El Verso" is $72.50 the thousand.

Y. Pendas & Alvarez was represented in the city, recently, by the visit of Ed Ackerman, who gathered in some nice orders among the trade. "Webster" is a good seller across the river at the Latonia track.

Cut-price dealers are not pleased with the advance in the price of goods, and other dealers can no longer afford to offer cigars at the old six-for-a-quarter and three-for-a-quarter prices. In addition to the boost in prices, the clerks have been asking and getting more money. This also puts a crimp in the profits.

Branch managers of J. B. Moos Company were recently called to town to attend a conference at headquarters.

Among those who left the city to attend the World Series baseball games was Isadore Straus, of Henry Straus.

The United Cigar Stores Company have just opened a new store at 145 East Sixth Street.

"La Intergradad" cigars were given a boost recently by the appearance of Fred Winkler, who represents Charles S. Morris & Company, the manufacturers.

The house of Henry Straus has lost no time in putting a new price list into effect following the increase in price. Other jobbers, as well as the dealers, quickly followed suit.

Charles Baswitz, representing Gonzales & Sanchez, was a recent visitor who took in some nice orders.

"Newt" Straus, of Straus Brothers & Company, has gone on a belated vacation to Atlantic City. We don't know whether he has been spending all his time in Atlantic City or not. He has the World Series bug and threatened to see the games if possible.

The cigar store at 227 East Fifth Street, conducted by Tony Mussio, has recently been sold.

Itan.

Englehardt Brothers Open Factory in Evansville

Englehardt Brothers, cigar manufacturers, who have conducted a factory in Tampa, have recently opened a factory at First and Main Streets, Evansville, Ind. They expect to manufacture cigars ranging in price from five cents to three for fifty cents. It is said that the goods will be made of Havana tobacco, both wrapper and filler.

The company is advertising for one hundred hands and is promising steady work the year through.

"A Bad Name"

By Eldridge Reeves Johnson, President Victor Talking Machine Co.

THE ill-chosen title, "Price Maintenance," has done the cause of "Fair Trading" a little more harm to date than the total of all effort has accomplished in the matter of educating the public to the fact that the standardization of prices in any one line of articles bearing the same maker's name, is a sound, honest, worthy business policy and not an insidious method of raising and maintaining prices unduly high. A far better title would be "The Standardization of Fair Prices."

From the "Code of Hammurabbi" to the Sherman law, legislators have been trying to produce laws for the satisfactory regulation of trade, but it is a bit discouraging when we learn that while there are over 50,000 such laws in active operation in the United States, with many more to come, we are no nearer success than was this old Babylonian king with his wonderful Code of over 4000 years ago.

It is an interesting fact that the oldest trade agreement, which authentic history records, was made in the reign of Hammurabbi between the patriarch Abram and his kinsman Lot. They found that their enterprises were interfering and they divided certain pasture lands between them, thus establishing the following co-operative agreement:

> "And Abram said unto Lot, 'let there be no strife, I pray thee, between me and thee and between my herdmen and thy herdmen for we be brethren. Is not the whole land before thee? separate thyself I pray thee, from me: if thou will take the left hand, then I will go to the right, or if thou depart to the right hand, then I will go to the left.'" Gen. xiii, 8-9.

Could anything have been more fair, sensible or practicable? Can we afford to abandon this old policy of fair play? It is not recorded that Hammurabbi objected or that the price of mutton was put up, but Abram and Lot could have been called to account under some interpretations of the Sherman law.

No lasting peace in any industry is possible when co-operation is frowned upon as a conspiracy and manufacturers are compelled to fight it out along destructive lines. The ultimate winner (generally the one with the greatest resources), who in the fight reduces or eliminates competition, may eventually find himself charged with maintaining a monopoly.

The Sherman law was put upon the statute books a quarter of a century ago, just about the time the United States of America emerged from a purely agricultural country and entered upon its boundless industrial career. Mr. Roosevelt used the law as a curb to the monopolistic enterprises of a certain class of business men with unsound ideas. It is evident that Mr. Roosevelt never thought the law perfect, and, no doubt, intended to secure intelligent amendments, but misdirected public opinion took the matter out of his hands and general business has suffered confusion never dreamed of by Roosevelt or the framers of the Sherman law.

Matters are on the mend, but very slowly. Opposition to intelligent interpretation of the Sherman law, is very great. Something like consternation prevailed among that clamorous class of people, who believe that nothing is too unreasonable or severe in dealing with the ever-increasing problems of business regulation, when the Supreme Court read into the Sherman law the word "reasonable."

Since the Standard Oil decision, this same class of misinformed people, dangerous, and not to be ignored, because of their number, have raged like hungry wolves deprived of their prey for laws that would overcome everything reasonable in the Sherman law. Every business enterprise, no matter how worthy or how well conducted must face this unreasonable persecution, once it seeks to improve its business methods, by departing from the methods of destructive competition of a thousand years ago.

The future of the greatest industrial development that the world in its long history has ever been in a position to achieve is being delayed and threatened with destruction, so far as the United States of America is concerned (Europe, however, is making no such mistake) by selfish, narrow conceptions of trade which have come to us as an inheritance from the Oriental originators of trade. These old, half-civilized ideas still hold a large portion of the public mind in bondage and are still advocated by misinformed legislators.

The theory they preach is that each purchase must be made a desperately selfish bargain, and the opportunity of indulging in such bargains is looked upon as a sacred personal right. The right to buy at the lowest figure that the most cunning mind can conspire with circumstances to wring from a fettered industry is still thought good business. Starve, if you must! This is all I will give! Your losses are none of my business! I am not my brother's keeper! Business is business! No sentiment in business, etc.!

The reactionary character of such policies becomes apparent on the slightest thought, but laws and decisions that are so framed as to deprive trade of all the benefits of co-operation, to strengthen the grip of price cutters and sweating practices, that have the effect of increasing the cost of production and forcing down the compensation to both labor and capital, are still urged by a misguided but powerful class of legislators, both national and state. Of course, the real trouble is the lack of public understanding and support in fair trading, and this difficulty can only yield to constant effort in the matter of analyzing and explaining the truth to the public.

Every business man should study John Stuart Mill or Adam Smith and subscribe to several responsible publications which are devoted to Business and Finance, Social and Political Economy, in addition to the regular magazines and newspapers. Business men, as a rule, neglect all educational reading on the subject of Business and Political Economy.

A membership in the United States Chamber of Commerce will also be useful in the matter of keeping well informed on what Congress is doing. The weekly bulletins furnished to members contain just the kind of condensed information a busy man needs, and it is reliable.

Industry and thrift are in grave danger in the United States of America. Write a short article for a trade paper once in a while on the benefits of the standardization of prices, fair trading, business regulation, taxes, etc. Every honest and intelligent article helps quite a little. The present social and industrial problems can all be worked out with fairness to all.

Scientific treatises can do little good; the general public is still in its A, B, C's. Of course, many understand the meaning of price maintenance, but many still believe that the policy of price maintenance or standardization of prices is a subtle conspiracy to force them to pay the highest possible price for articles sold under such a system. It would seem that the present prices of general commodities would prove the absurdity of such opinions and it would also seem that the present time is the time above all others to point out to the public that, while this is a period of the highest prices ever known, especially in the standard lines of necessities, the articles marketed under so-called price maintenance systems, which are seldom necessities, can still be largely obtained at the regular advertised prices of the last ten years.

It is also evident that in the few cases where prices have been raised on articles that are sold under a system of price maintenance, the increase has been forced by an increase in prices of raw materials that are not sold under the so-called price maintenance policies; in other words, in the lines of goods where the standardization of prices has been achieved, the prices have not risen, but in many other lines that are not regulated by this policy prices have risen to the highest point ever known. Labor, lumber, iron, brass, copper, leather, shellac, have all increased tremendously, but talking machines, automobiles, watches, cameras, etc., marketed for the same or even lower prices.

The proper retail prices should be ascertained and fixed at a certain proportion to the cost of production, and no one but the manufacturer is in a position to ascertain these costs. When prices are too high, the public suffers, but the prosperous public do most of the complaining. When prices are too low, many more suffer, and the poor suffer most because of the curses of lack of employment; namely, hunger, cold, disease and crime.

Fair and remunerative prices must necessarily accompany any lasting prosperity. Prosperity based on high prices is always of short duration. The world will be much better off when some system of co-operative trade agreements becomes the universal practice as certainly it must sooner or later. The farmer would need no special credit legislation if he were insured a paying price for his product.

Railroad rates are protected and standardized by law. Telegraph and telephone companies are protected in their charges by the circumstances of their organization, as are many other lines of business, such as systems for the distribution of product through sole agents or branches under a common control—mail-order houses, chain stores, leasing contracts, etc. But the greater portion of business has no protection against the worst form of price-cutting. This is unfair; all should have an equal chance to make a fair profit. A farm that does not pay is a public nuisance. A business that does not pay is a danger to public interests.

The Clayton Act, although weak and imperfect in many particulars, is very encouraging in the line of future developments. This law and the proposed Webb Export Bill mark a sharp and favorable turn in the drift of business legislation. The Webb Export Bill is unquestionably good so far as it goes, and certainly the public will soon reach the unavoidable conclusion that, if trade agreements benefit foreign trade, the same kind of co-operation must benefit domestic trade, as foreign trade and domestic trade are identical in their fundamental principles.

The automobile business is the best line in which to study modern business tendencies. Because of its unusual rapid development and its youthfulness, it is bound down by no customs or traditions; it has burst forth in less than half a generation from an atom to a giant in the full vigor of youth.

On account of the circumstances of trade, the automobile manufacturers can always control the retail prices of their individual product, but the prices of automobiles, which were very high indeed at first, have not been maintained high, although they have been maintained to a standard fixed by each maker independently.

No reasonable complaint can be made either in the price of automobiles, the wages paid or working conditions in automobile factories. The public gets the automobile that it is willing or able to pay for. Some are high priced and some are astonishingly low priced. Most of them are worth all that is charged and are astonishingly efficient.

The fact is that the general condition of the automobile business from the standpoint of public worthiness is decidedly better as a whole than any other line, and this fact would seem to be an unanswerable argument against the theory that a price which is maintained to a standard fixed by the manufacturer has the effect of maintaining prices unduly high.

The wonderful Ford enterprise pays the highest wages and sells its cars for the lowest prices, but this would be impossible were the company not able to maintain a standard price among its distributing agencies. If the Ford company could not control its agents, there would soon be developed an internal price war that would most certainly destroy the efficiency of the organization and the economy of production.

The matter of trade regulation in general is a real problem; in its present form it is new in some particulars, and a satisfactory solution is a much more urgent necessity than ever before.

It would seem that we now have sufficient experience to enable us to devise an entirely new set of laws that would take the place of the more than 50,000 Federal and State laws which are causing so much confusion to the business world by their use as a basis for intolerable persecution. Certainly such an undertaking is worthy of a special commission composed of the greatest thinkers and practical business minds of the world.

It is doubtful, however, if even such an organization could compile a perfectly practical code of laws. Absolute satisfaction can never be accomplished by any set of fixed laws because of the rapidly changing conditions, but certainly a 99 per cent. improvement could be accomplished, and if such laws were enacted, the enforcement of the same could be intrusted to the Federal Trade Commission or some modification of that organization. The effect of such a policy would, in a few years, give fairly satisfactory results—a condition that business is now sorely in need of.

It has been charged that intensified advertising of fixed prices can fool the public into paying more for an article than it is worth; but a firm investing large sums in advertising soon finds that it is creating a demand for its competitors to supply if its prices are not fixed in a reasonable proportion to the cost of production. Very few business men try to fool the public nowadays. Misrepresentation in advertising is a weak, foolish policy and always brings disaster. Every honest enterprise can be tremendously developed and economized by advertising which increases the turnover at less cost than by any other method. Many worthy enterprises fail from lack of advertising.

It would seem that a Federal Incorporation Law for all corporations doing an interstate business, compelling a standard method of estimating costs, keeping accounts and making reports, would simplify the problem of business regulation and gradually establish public confidence in business.

With public confidence in business and business methods once restored, the future industrial development in the United States would be assured and many of the grievous burdens and miseries now eating in to the vitality of the nation would be eliminated.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

MONROE ADLER.
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill. 6-17-he

Wanted.

WILL BUY OUT a complete factory with output up to 100,000 cigars per week. Address Box 141, "Tobacco World," giving full particulars regarding output, prices paid for work, and whether hand or suction work.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

WANTED—By live business-gettting brokers, factories in the First Districts, making goods from $16 to $28 per M. Can assure good business. Address Box 131, care of "Tobacco World."

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

Situation Wanted.

POSITION WANTED—As superintendent or foreman, hand or suction work. Understand business thoroughly. Now employed with large concern. Want change. Best references. Address Box 133, care of "Tobacco World."

For Sale.

FOR SALE—Surplus stock of 60,000 high-class cigars for quick turn. These cigars are 4¾ inches long (standard size), genuine Sumatra wrapped, seed and Havana filled; $4 worth of high-class Havana to each thousand. Price $25 per M. net. No samples. A sample thousand will be sold at price named. All light colors. Duplicate orders will cost the jobber $30 per M. after surplus stock is sold. Twenty-five years' experience. Address, Mfg., Box 143, care of "Tobacco World."

FOR SALE OR RENT—Cigar factory building, 125 x 30 feet. Best location in Lancaster, Pa. Fine opportunity to open a branch. Correspondence confidential. Addres Box 145, care of "Tobacco World."

FOR SALE—Cigar store humidors, show cases, shoe store stand, and news rack. Cleveland Store Fixture Company, 4049 St. Clair Avenue, Cleveland, Ohio.

FOR SALE—Large quantities of labels and bands to match. Suitable for clear Havana, shade-grown, domestic, Manila and Porto Rico cigars. Prices very low. Address Box 137, care of "Tobacco World."

FOR SALE—Manufacturing outfit, power and foot-bunching machines, motor, presses, molds, etc. Sacrifice. 219 N. Second Street, Philadelphia, Pa.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 173 Water Street, New York.

New Jobbing House Opens in Atlanta

Wright Campbell and W. L. Mathers, two well-known cigar and tobacco salesmen, of Atlanta, Ga., have recently opened a jobbing house at 8 Peters Street, Atlanta, under the name of Campbell & Mathers.

Mr. Campbell was for years a sales manager of the American Tobacco Company, while Mr. Mathers was division manager for the same company in Alabama.

The new concern will specialize on Key West and Havana brands. "Florida Widow" and "Gath" will be listed among their leaders.

The Dauphin Cigar Company, of Harrisburg, Pa., recently opened their new plant at Cameron and State Streets, that city.

Cigar Factory for Dillsburg

Through the efforts of J. F. Reichard, of York; W. L. Toomey, of Dover, and Joseph Swartz, of Cleveland, O., Dillsburg is to have a cigar factory. These men recently met the business men of Dillsburg, and laid a proposition before them whereby a factory will be opened in Dillsburg if the city will provide a one-story building and basement, 35 by 50 feet, rent free for one year. One man guaranteed the building if others would guarantee the rent for the first year. Several men quickly guaranteed the rent. At the end of the first year the cigar company is to either purchase the factory or sign a lease for it. The company also agrees to employ fifty to one hundred workers if they can be secured.

W. B. Inglefield expects to open a cigar factory and retail store in Boulder, Col., this week.

PRELIMINARY STATEMENT ON TOBACCO MANUFACTURERS—1914 CENSUS

CENSUS.

	1914. Chewing, Smoking, and Snuff.	Cigars and Cigarettes.	Total.	1909.	Per Cent. of Increase 1909-1914*
Number of Establishments	436	113,515	13,951	15,822	—11.8
Persons Engaged in Manufacture	31,940	178,954	210,894	197,637	6.7
Proprietors and Firm Members	409	14,791	15,200	17,634	—13.8
Salaried Employees	5,551	11,271	16,822	13,193	27.5
Wage Earners (Average Number)	25,980	152,892	178,872	166,810	7.2
Primary Horsepower	21,273	17,464	38,737	28,514	35.9
Capital	$131,858,000	$171,982,000	$303,840,000	$245,660,000	23.7
Services	17,304,000	82,676,000	99,980,000	86,134,000	16.1
Salaries	7,754,000	14,370,000	22,124,000	16,779,000	31.9
Wages	9,550,000	68,306,000	77,856,000	69,355,000	12.3
Materials	76,604,000	130,530,000	207,134,000	177,186,000	16.9
Value of Products	175,281,000	314,884,000	490,165,000	416,695,000	17.6
Value Added by Manufacture (Value of Products, Less Cost of Materials)	98,677,000	184,354,000	283,031,000	239,509,000	18.2

*A minus sign (—) denotes a decrease.

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services

Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

SALVADOR RICO:—39,888. For cigars, cigarettes and tobacco. September 18, 1916. Salvador Rico & Co., Tampa, Fla.

8-40-2:—39,889. For cigars. September 23, 1916. J. D. Billington, Pawtucket, R. I.

ARKIN BRILL CO.:—39,890. For cigars, cigarettes, etc. September 26, 1916. Pasbach-Voice Litho. Co., Inc., New York City.

VICENTE NIETO:—39,892. For cigars, cigarettes, cheroots and tobacco. September 29, 1916. Vicente Nieto, San Francisco, Cal.

ROUND MOON:—39,893. For cigars, cigarettes, cheroots and tobacco. September 22, 1916. Pasbach-Voice Litho. Co., New York City.

TIGAROSO:—39,894. For cigars, cigarettes, cheroots and tobacco. September 22, 1916. Pasbach-Voice Litho. Co., New York City.

ALL BALLED UP:—39,895. For cigars. September 27, 1916. Sliffka Bros., Guttenberg, N. J.

TRANSFERS

LADINA:—30,917 (U. S. Tob. Journal). For cigars, cigarettes, cheroots and tobacco. Registered November 13, 1905, by American Litho. Co., New York City. Was transferred to Lubetzky Bros. & Kleiner, Grand Rapids, Mich., on September 19, 1916.

BLUE G. C. and B. SEAL:—28,194 (Tobacco World). For cigars. Registered September 20, 1913, by B. R. Hahn Cigar Mfg. Co., Bay City, Mich. Was transferred to the National Grocery Co., a Michigan corporation, Bay City, Mich., on September 27, 1913.

The Lancaster County Crop

The 1916 Lancaster County tobacco crop presents several very unusual features. With weather conditions that, taken as a whole, were considered unfavorable, a crop of undoubted merit has been grown, and in spite of having been planted from three to four weeks late, was in shape to be put away fairly well matured. Before much of it had even been planted representatives of big outside concerns were contracting for it, and fully half the crop was sold before it was cut. The prices are the highest received in many years, the average being 15 cents a pound for wrappers and 6 cents for fillers, though some brought as much as 16 and 6. The highest price was 17 and 6. About 10 per cent. remains unsold, and the owners are holding it for 18 and 6 cents, with the chances good for getting it. The acreage, 20,000, was the largest in the history of the county, and less than 2000 acres were destroyed or damaged by hail or frost. A conservative estimate of the value of the 1916 crop places it at nearly $5,000,000.

C. F. Bunke, of Lima, O., has recently purchased the cigar factory of W. J. Bohannon on Clinton Avenue, Defiance, O. Mr. Bunke was formerly employed by the Deisel-Wemmer Company.

Turkish Leaf District Ravaged By War

Kavala, which has along its shores many tobacco warehouses for the different tobacco companies, has probably succumbed to the ravages of war, according to a correspondent in the "London Times," who writes:

"The small bay to the west of Kavala affords good anchorage and shelter for a limited squadron, and along its shores stand the various tobacco factories, the property of all nations, for Kavala has been for many years the center of the Turkish tobacco trade. With the exception of the few hundred cosmopolitan employees of the tobacco companies the population of the new town is Greek, of the old town Turkish, possibly some 30,000 in all.

"During the first phase of the Balkan war, Kavala was occupied by a Bulgarian force without any opposition on the part of the Turks, but on the outbreak of the war between Greece and Bulgaria, in the summer of 1913, the Bulgarians were driven out of Kavala without difficulty. No attempt was made to destroy the tobacco factories or to pillage the warehouses. Probably the Bulgarians felt that as the Imperial Tobacco Company, of Great Britain, and the American Tobacco Company were the richest proprietors, it was politic to preserve discipline amongst their troops, for in the neighboring towns of Drama and Seres, the vilest cruelties were practiced.

"The Drama road runs through a very fertile country, dotted over with rich tobacco farms, as well as with valuable corn fields. In Kavala itself there is at this moment probably a million pounds' worth of tobacco leaves, and as the Central Powers are feeling the pinch of poverty, so far as cigarettes are concerned, it is probable that this raid is more for the purpose of obtaining supplies of tobacco than for any serious military reason.

"The tobacco harvest is now in full swing, and in all probability the Bulgarians in their advance have requisitioned every leaf in the richest tobacco-producing country in the world. The loss to Greece will be enormous, for two-fifths of the old Turkish tobacco fields were ceded to Greece under the terms of the treaty of Bucharest, and the value of the tobacco exports from the one port of Kavala alone averaged $12,500,000 annually. It is, of course, possible that the tobacco companies, foreseeing the Bulgarian advance, have taken the precaution to export all the leaf in the Kavala warehouses, in which case little loss will fall on the shareholders of the better-known companies; but ruin will face the Greek and Turkish farmers, and as there seems every probability of the war being prolonged, there is little hope of these landowners being able to look forward with any certainty of being permitted to sow their crops in peace next February, or to pluck their leaves next August."

Manhattan Cigar Company Twelve Years Old

Twelve years ago H. F. Newberry left the employ of Rothenberg & Schloss Cigar Company, and opened a cigar stand in the lobby of the Manhattan Hotel, in Wichita, Kan. Today the Manhattan Cigar Company is capitalized at $25,000 and operates four retail stores as well as a growing wholesale business. The company acts as a distributor for Rothenberg & Schloss today. Its annual business is said to run between $150,000 and $175,000. The business of this company has been a success from the start and it gives promise of still greater accomplishments.

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
122-222 WEST 18TH STREET YORKNEW

JOSE F. ROCHA Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
S. en C.,

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.

IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.

Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.

Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania

151 North 3d St., Philadelphia

E. Rosenwald & Bro.

145 WATER STREET --- NEW YORK

A. Cohn & Company

Importers of Havana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra

142 Water Street, . . . New York

Established 1870 Factory No. 79

S. R. KOCHER

Manufacturer of Fine Havana and Domestic Cigars
and Packer of Leaf Tobacco

Leading brands—"Volitta," "Quaker," "Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"

Correspondence with wholesale and jobbing trade invited

Factory and Offices: WRIGHTSVILLE, PA.

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

JULIUS MARQUSEE, 141 Water Street, New York
Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3956 JOHN

Established 1890 Correspondence Solicited

KEYSTONE VARIETY WORKS
HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon
Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

CARDENAS y CIA Cable Address, "Nasdecar"

Almacen de Tabaco en Rama

SPECIALTY—VUELTA ABAJO AND ARTEMISA

126 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER

Leaf Tobacco Merchant

HAVANA, CUBA—Consulado 115

NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W

WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
WOODHAVEN AVENUE, GLENDALE, NEW YORK

The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

GEO. SCHLEGEL
22nd St. and Second Ave.,
NEW YORK

MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.

CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

J. K. LEAMAN

Packer of and Dealer in **Leaf Tobacco**

Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-In-Hand, Lancaster Co., Pa.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 196 WATER STREET, NEW YORK

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office: SAN MIGUEL 136 Puerto Rico Warehouse: CAYEY New York Office: 178 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.

Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 18 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sewed CIGAR BOXES, Go to Established 1860
Keystone Cigar Box Co., Sellersville, Pa.
Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
MONROE D. SELLERS, SELLERSVILLE, PA.

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Michaelsen & Prasse
Commission Merchants
Leaf Tobacco & Cigars
18 Obrapia Street, Havana, Cuba
Address: Cable "UNICUM" P. O. Box 28

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877 NEW FACTORY 1904
H. W. HEFFENER & SON
Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA.

HEYWOOD, STRASSER & VOIGT LITHO. CO.

26th STREET & 9th AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS BANDS AND TRIMMINGS

WESTERN OFFICE
179 West Washington St., Chicago, Ill.

PHILADELPHIA OFFICE
322 Chestnut Street

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Parmenter Wax-Lined Coupon Cigar Pockets

AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known

Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS
90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37th ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
FOLDING BOXES, ETC.

WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST

EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. ∴ No bogus Advertising admitted.

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HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE
179 West Washington St., Chicago, Ill.

PHILADELPHIA OFFICE
322 Chestnut Street

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
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Established 1834
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27 South Second Street, Philadelphia
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CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Parmenter Wax-Lined Coupon Cigar Pockets

AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known

Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
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THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
FOLDING BOXES, ETC.

WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST

EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

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HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS BANDS AND TRIMMINGS

WESTERN OFFICE
179 West Washington St., Chicago, Ill.

PHILADELPHIA OFFICE
322 Chestnut Street

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
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27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

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BANDS AND ADVERTISING
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¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known

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M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS
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THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
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CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
FOLDING BOXES, ETC.

WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST

EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. ∴ No bogus Advertising admitted.

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WE GUARANTEE

Copenhagen Snuff

To Be

ABSOLUTELY PURE

WE guarantee Copenhagen Snuff is made from the whole leaf of Tennessee and Kentucky Tobacco.

We guarantee the sweetening and seasoning and flavors and scent, in fact everything that is added to the tobacco or put on the tobacco, is pure and may be used freely in food under the United States Pure Food Laws.

OUR OFFER

THAT every user of Copenhagen Snuff can feel entirely safe and know that he is using a pure tobacco, we offer to any man (including our own employees) Five Thousand Dollars who will show our guarantee to be incorrect, or to any man who finds in Copenhagen Snuff as manufactured and shipped by us anything used in the tobacco or on the tobacco that may not be used freely in food products under the United States Pure Food Laws.

Weyman-Bruton Company

50 Union Square

New York

J. Peterson

PRESIDENT

El Principe de Gales

OLD STANDARD

HAVANA-CIGARS

A BRAND WITH A WONDERFUL RECORD

AN UNINTERRUPTED SALE FOR MORE THAN 60 YEARS

A STANDARD OF VALUE AMONG HAVANA LINES

HAVANA AMERICAN CO.

111 FIFTH AVENUE NEW YORK

The Man Who Smokes Them Says—

"It is the BEST CIGAR VALUE IN THE WORLD at 5c."

That is the reason the

John Ruskin

Cigar is one of the World's Biggest Sellers.

John Ruskin 5¢

THEY COULD BE SMALLER-BUT NOT BETTER

John Ruskin Cigars are hand-made and the Havana tobacco used is the choicest grown. They're mild—Big and Fragrant,

Valuable Profit Sharing Voucher on the Band of Each John Ruskin Cigar.

I. LEWIS CIGAR MFG. COMPANY

NEWARK, N. J.

Largest Independent Cigar Factory in the World.

No brand of nickel cigars can endure, that does not have a definite standard of quality to maintain.

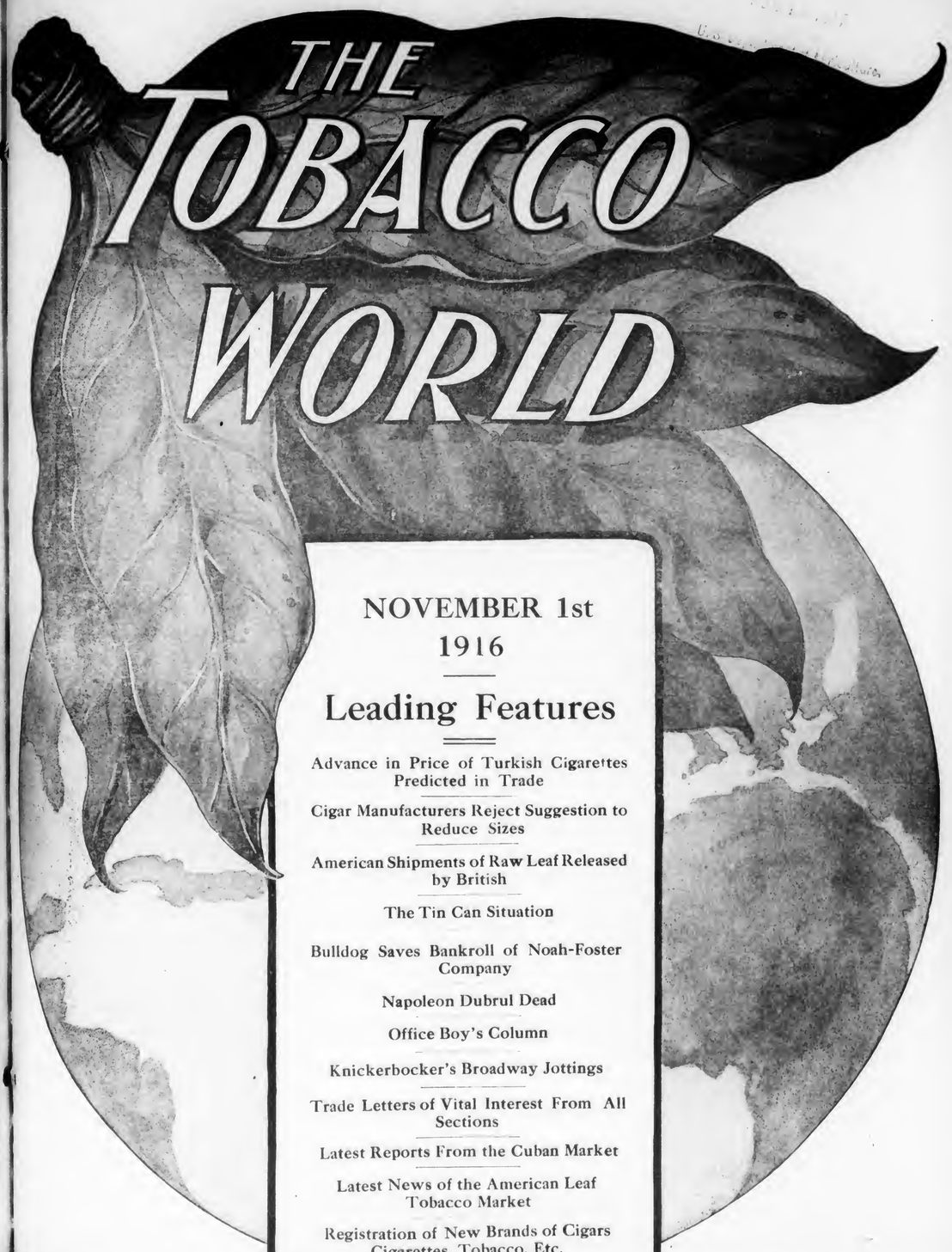
"BOLD"

cigar has maintained its recognized standard, and today, we are disregarding all costs to keep

"BOLD"

the nickel cigar—"ABOVE ALL".

BOBROW BROS. - - PHILADELPHIA



NOVEMBER 1st

1916

Leading Features

Advance in Price of Turkish Cigarettes Predicted in Trade

Cigar Manufacturers Reject Suggestion to Reduce Sizes

American Shipments of Raw Leaf Released by British

The Tin Can Situation

Bulldog Saves Bankroll of Noah-Foster Company

Napoleon Dubrul Dead

Office Boy's Column

Knickerbocker's Broadway Jottings

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Market

Registration of New Brands of Cigars Cigarettes, Tobacco, Etc.

ESTABLISHED 1881

Vol. XXXVI No. 21

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F. C. LOZANO J. M. LOZANO

TRADE MARK
Reg. U. S. Pat. Office

F. LOZANO, SON & CO.

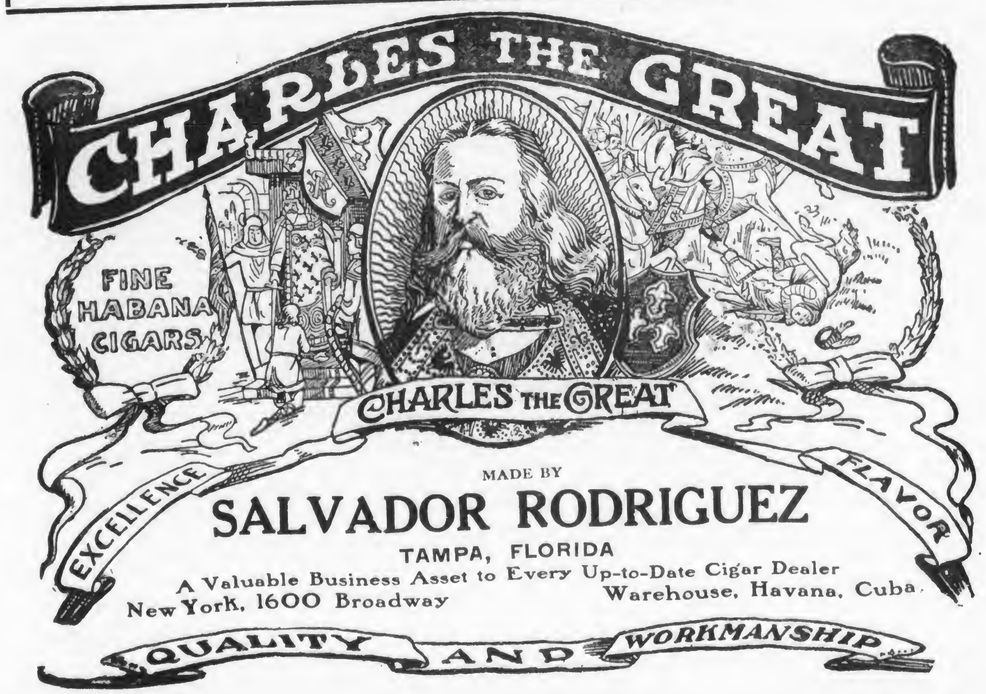
U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue



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SALVADOR RODRIGUEZ

TAMPA, FLORIDA

A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba

By Special Appointment To the Late King Edward VII

Philip Morris Cigarettes

The Worlds Oldest Highgrade Turkish

Plain End or Cork-Tipped

"The Little Brown Box"

PHILIP MORRIS & CO., LTD.

72 Fifth Avenue New York

Londres Grandes

The Juan F. Portuondo CIGAR MFG. CO.

PHILADELPHIA

MANILA CIGARS

As Mild and as Cool

as a breeze from the sea—Manila Cigars burn perfectly—They are all hand made, Spanish method—They have body and character—A high standard of quality is rigidly maintained under Government supervision and inspection.

Look for the Government Guarantee Stamp on Every Box

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The VETERANO SIZE is the Finest All Habana Cigar ever made at **2 for 25c.** having that delicate Mildness and Fine Aroma Sought by Connoisseurs. Made only by

JOHN W. MERRIAM & CO.

101 Spring Street, New York

(MERRIAM CIGARS INC., SUCCESSOR)

For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Company

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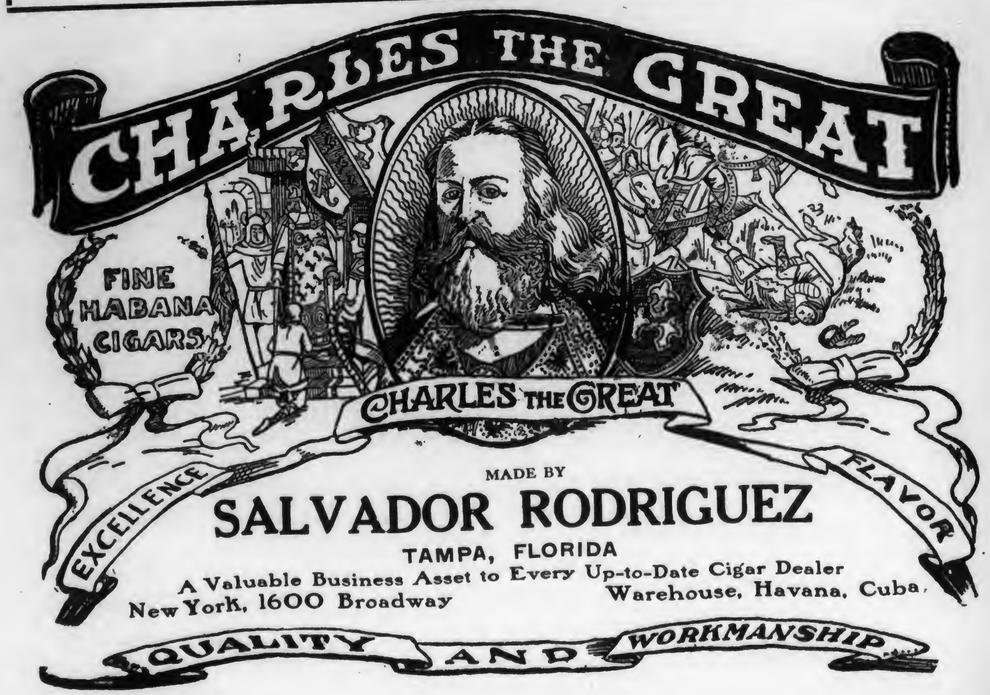
Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue



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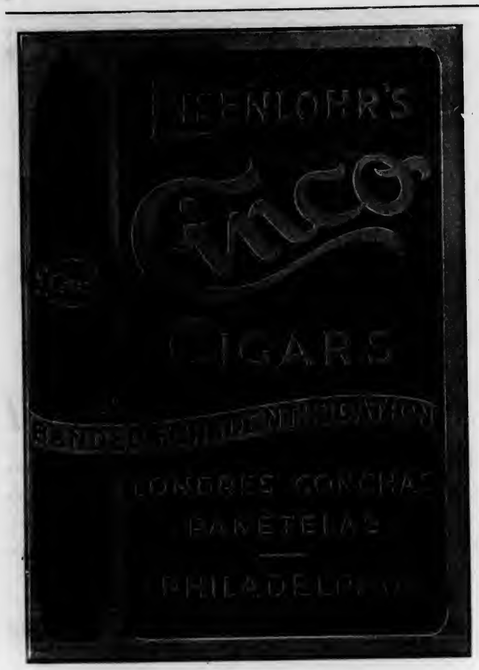
LIMA, O.

INTENTIONAL 2ND EXPOSURE



Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN HABANA

Strictly Independent Manufacturers

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Sole Agent for United States and Canada

82 Wall Street - New York

Board of Trade Bldg., Montreal, Canada

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Behrens & Co.

Havana, Cuba

Estrella No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best!

LA DEVESA DE MURIAS HABANA

P. LORILLARD CO. ESTABLISHED 1760

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EVER-LASTING-LY GOOD

We've put over some big things in 156 years of leadership.

STAG is the biggest thing we ever put out in the tobacco line.

—**Biggest in goodness!**

—**Biggest in quality!**

—**Biggest in value!**

It pays to recommend STAG!

STAG BACKS YOU UP!

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.

General Offices. PITTSBURGH, PA.

YEARS OF EXPERIENCE HAVE MADE

PUNCH

A Cigar with Hardly a Rival

MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba

AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

"LA MEGA" MADE IN BOND

HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP

V. Guerra, Diaz & Co., Tampa, Fla.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY

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Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE FACTORY WAREHOUSE

222 PEARL STREET TAMPA LEALTAD 129

NEW YORK FLORIDA HAVANA

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.

RICHMOND, VA.

CHANCELLOR

The Acknowledged Leader among Mild Sumatra Wrapped Havana Cigars

---

The Real Independent Factory in Havana

"PARTAGAS"

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

CIFUENTES, PEGO Y CA.,
172 Industria :: Havana, Cuba

ROBERT E. LANE

General Representative for
United States and Canada

115 Broadway New York

REYES DE ESPAÑA

Clear Havana Cigars

Lopez Hermanos
Makers

New York Office: 250 Fourth Ave.

Factory: Tampa, Fla.

Remarkable Leaders
among
CLEAR HAVANA BRANDS

These are cigars Made—In—Bond and smoked from Coast—to—Coast, enjoying an enviable reputation among dealers for "Repeat" calls.

You should stock at least one of these brands:

"El Briche"
"Hoyo de Cuba"
"Flor de San Martin & Leon"

Jobbers and Dealers have not been slow to appreciate the value of Clear Havana brands that duplicate, as is testified by the steadily increasing sales.

San Martin & Leon cigars are favorites with the consumer. Do not lose trade and profits by failing to have these goods in stock.

San Martin & Leon
Tampa, Florida

Member, Tobacco Merchants' Association

LIPSCHUTZ'S 44 CIGARS

"44" Cigar Co. Philadelphia

BAYUK BROTHERS

"HAVANA RIBBON"

FIVE CENT CIGAR

PHILADELPHIA

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

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FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

1871 GATO 1871

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

DIAMOND JOE CIGAR FACTORY
ESTABLISHED 1860

Charles Denby

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE

H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

He says, Here are three Jacks But are they?
BICYCLE PLAYING CARDS
"What beautiful cards!"
CONGRESS PLAYING CARDS
She was sixty before she played cards
BICYCLE PLAYING CARDS
"Let's see what Hoyle says"
CONGRESS PLAYING CARDS

Let these National Advertisements help you sell *more* Playing Cards

THESE advertisements, twice as large as reproduced, are being seen by the readers of the October and November issues of nine of the greatest magazines published in America.

These advertisements are not merely telling the people in your town the merits of Bicycle and Congress Playing Cards but they are interesting people in cards who never played before.

BICYCLE PLAYING CARDS
CONGRESS PLAYING CARDS

The number of customers which these advertisements will send to your store depends upon yourself. Carry Bicycle and Congress Cards in stock. Display them in your window. Let people know that they always can get from you the deck of Bicycle or Congress Cards they want and your playing card stock will do much to influence sales throughout your store.

Every dealer who sells cards should have the following backs in stock: Bicycle—Thistle, New Fan, Acorn, Lotus, Rider, Racer. Congress—Mutter, Fountain, Muse, Vista, Sappho, Orpheus. The investment is nominal—the profit worth while.

Send your name and address, and your jobber's name, and we will keep you posted on the latest ideas in playing cards and how to sell them

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CINCINNATI, U. S. A. TORONTO, CANADA

Mr. Cigar Manufacturer

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We have some fancy, light, fine quality

GEORGIA and FLORIDA Wrappers

that burn and taste as good as any imported wrapper. They will make money for you on every cigar that you sell.

The only way that will enable you to make money, is to please your customers. Which would you rather be, prejudiced or prosperous? It's up to you.

AMERICAN SUMATRA TOBACCO COMPANY
ALWAYS SELLS THE CHOICEST

TOBACCO

142 Water Street, - New York.

HEEKIN CANS

MAKE THE BEST CONTAINERS

for cigars, stogies, chewing or smoking tobacco·

BECAUSE
They're air-tight and dust-proof.
They keep your product fresh, clean and aromatic.
They are attractive and distinctive.

Our special process of color lithographing produces the most striking, attention-attracting containers. Designs and trade-marks reproduced or originated by our art department.

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AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVI. PHILADELPHIA AND NEW YORK, NOVEMBER 1, 1916. No. 21.

COUPON COMPANIES DETERMINED TO FIGHT ADVERSE LEGISLATION

Will Work to Prevent Laws Being Enacted—Less Attention to Be Given to Courts—Sperry & Hutchinson to Push Coupon Business—Premium Companies Stronger, Says Counsel

AS a result of the Supreme Court decision regarding anti-coupon laws, it is stated by E. F. Spitz, of New York, who is counsel for several coupon companies, that in the future efforts will be made to prevent the enactment of detrimental laws in the various State Legislatures rather than devoting so much work to legal battles in the courts.

In an interview with a representative of the "Journal of Commerce," Mr. Spitz pointed out that the Supreme Court decision, holding that laws prohibiting the use of coupons, or taxing them so heavily as practically to prohibit them, are not in violation of the Federal Constitution, will undoubtedly be followed by minor Federal Courts. While this does not affect the supremacy of the State Courts over the State constitutions, he feared that little relief could be obtained from the courts in the future against anti-coupon acts. In this case, he said, the chief defense of the companies against agitation must be conducted in the legislatures, informing the public of the merits of the coupon plan and persuading the legislators from passing the measures.

Reports current in the retail trade recently have been that in consequence of the Supreme Court decision the Sperry & Hutchinson Company, probably the largest trading stamp concern in the country, had determined to give up its merchandise stamps and issue only gold stamps, redeemable in cash or in merchandise at the store of the issuing company. This report was based on the paragraph in the decision intimating that while State laws prohibiting merchandise stamps were not in violation of the Constitution, such laws as applied to the gold premium slips might be so held.

On this point the Supreme Court said:

"It is well here to observe, to avoid misunderstanding, that the redemption in the first scheme is 'sometimes by the payment of cash or allowance of credit on account of purchases or for or on account of a certain amount having been purchased of the merchant by the customer.' We are not concerned with a statute directed solely at such method of redemption or a business so confined. The Florida statute imposes its license tax on coupons, etc. (redeemable in premiums). And, therefore, whether any other method of redemption—be it by giving a discount or an allowance of credit simply—would be amenable to objection, we express no opinion. In all of the schemes other methods of redemption are used and are attempted to be justified."

W. G. Hamilton, vice-president of the Sperry & Hutchinson Company, denied the report of a change of policy. He said that while the company has recently issued more gold stamps than usual, this has been a result of repeated requests by retail dealers and customers, and not because of the Supreme Court decision. Another factor causing a greater willingness to do this lies in the enormous advance in the cost of premiums in the last year, said Mr. Hamilton. He stated that the company will continue to push its pre-

(Continued on page 18.)

ADVANCE IN PRICE OF TURKISH CIGARETTES SEEMS TO BE NEAR

Shortage of Raw Leaf Predicted—Blockade of Turkish Ports Help Shortage—Some Firms Fortified With Large Stocks—Twenty-five Per Cent. Advance Expected

IT is freely predicted among independent Turkish cigarette manufacturers, as well as by dealers, that the time is not far off when prices on Turkish cigarettes will be materially advanced. The blockade of Turkish ports, the seizure of Turkish leaf stock in Kavalla and other important centers by the Bulgars, and the depletion of both English and American stocks stored in the respective countries, offer no delusions as to the situation.

One large manufacturer stated that his firm was able to care for their trade at the present and that he hoped they would be able to do so indefinitely. When asked if he was short of stock he replied that he did not care to divulge the situation as everything was very uncertain. He said he thought they would be able to get along all right and that something might happen which would improve conditions. The whole course of the interview indicated that a great amount of dependence was being placed on "something happening." At the same time, and despite the studied attempt at vagueness, the impression was created that the future was not as secure as might be desired. When conditions are promising, manufacturers, as a rule, are very willing to assure their trade.

The entire neutral world has been waiting for more than two years for "something to happen." No one can deny that there have been a large number of these incidents but it may be observed in passing that they have not resulted in improving the conditions which have been highly unfavorably to neutral trade and industry. As a matter of fact the lines are constantly being drawn closer and it daily becomes more uncomfortable for neutral trade.

Last year it was announced that the majority of large manufacturers of Turkish cigarette manufacturers were supplied with enough leaf to last from two to three years. Of course every effort has been made to accumulate as much stock as possible since then. But accumulations have not been very rapid. A number of large cargoes have been lost, many have been seized and others are unable to secure methods of transportation.

In the meantime cigarette sales have jumped enormously. Proportionately the pure Turkish cigarettes have enjoyed this prosperity along with the blended brands. This means that stocks have been consumed more rapidly, and it is scarcely to be credited that surplus stocks have been accumulated during this period.

It is pointed out that Turkish cigarette manufacturers who are running short of stocks, and who are buying in the present market at increased prices, will necessarily have to increase their prices to the jobber and dealer, and probably to the consumer.

Financial firms who have made some investigation of the situation claim that the increase must amount to twenty-five per cent. It is also predicted that when this advance

(Continued on page 18.)

The Porto Rican leaf business of S. Loewenthal & Sons, is showing steady growth and the firm is importing stripped fillers and Porto Rican scraps in large quantities. Herewith is shown the firm's warehouse at Caguas, Porto Rico. This was opened at the beginning of the year. Headquarters report a nice increase in business during the present season.

Tampa Factories Swamped Says P. A. Wysard

P. A. Wysard, vice-president of the Havana-American Company, manufacturing "Antonio," "Cleopatra," "La Preferencia," "Kelsey Bouquet," and other brands, stopped off at Atlanta, Ga., enroute to his New York office. Mr. Wysard says that the Tampa factories are swamped with orders, every available cigarmaker is employed and that their own factories are, nevertheless, several million cigars behind on shipments.

"I have never seen business in such fine shape in the South," said Mr. Wysard. "There seems to be plenty of money everywhere with the exception of a few isolated places where the crops, for local reasons, have not been good, but this is negligible compared to the big volume of business everywhere piling up throughout the southern states."

One Cigar a Day in Austria

The Austro-Hungarian tobacco monopoly within a few days will issue orders to its stores, which sell exclusively all tobacco dispensed in the monarchy, forbidding the sale of more than one cigar daily to the same customer. The sale of tobacco, cigars or cigarettes to persons under sixteen years of age will be forbidden.

Advertising Saves Money

A young salesman was traveling for a company in the West. One day he went to the manager and said: "I am not getting any more money than I should, yet I'm costing the house too much."

The boss caught his cigar before it fell. "Well, what's the answer?" he asked.

"I have been keeping records lately and I find that I spend two-thirds of my time explaining to my prospects who I am and who my house is, and why our products are really worth hearing about. It takes a lot of time. I can't get time to close up the deal—get the order."

The manager appreciated that the trade was not thoroughly acquainted with the house nor the goods. "Well, what can be done?" he asked.

"This," said the salesman: "Do my preliminary work for me by telling my prospects all about the proposition and the house before I get there. Let them know what our claims are. Make them know us."

It was done and the efficiency of the selling for that house was materially increased. Thereafter salesmen were enabled to dispense with generalities—they could dig down to particulars quickly. Increased business was the natural result.—Ideas.

Chewing Gum for English Army

According to very remarkable figures just published, the English have suddenly become a nation of gum-chewers, and the leading manufacturers are able to claim that within six months they have increased their monthly sale from three million to twenty million bars. It has been suggested that the habit has been introduced by the Canadian soldiers, who of course share the American's fondness for chewing gum, but I am assured that they have nothing to do with it. The spread of the habit is purely a triumph of natural weakness and advertising. The most enthusiastic adherents—a good word—are said to be not women clerks but soldiers and munition workers, with the navy a fair third. It seems that for the past four years chewing gum has been sold at army and navy canteens, but it was not till this last great advance that it was issued as an army ration. The soldiers' theory is that it steadies his nerves to have something to chew on, and it certainly keeps his otherwise parched throat moist in times of stress. There is a story of a wounded man kept alive for five days by the saliva-inducing gum, and a good yarn about a flying man who used his wad to plug a bullet-hole in his petrol tank—not an advertised use. London retailers tell me that for years they have had a steady sale among English people of all classes, chiefly men, and that the demand has increased greatly this year, but they do not think our civilians have as yet become slaves to the habit.—Manchester Guardian.

Cigar Manufacturer a Suicide

Christian G. Singley, a cigar manufacturer, aged fifty-five years, committed suicide at his home, in Manheim, Pa., recently, by hanging himself. He tied a rope to a rafter and stepped off a wheelbarrow. Singley is said to have been drinking heavily for several weeks.

On April 17 last, John C. Singley, a son, shot his wife twice, seriously wounding her, and then shot and killed himself, at Lititz. His wife has recovered from her injuries. Christian Singley is survived by one daughter, Lena, at home. His wife died three years ago.

Selling Cigar Business

The family of Franklin Hartman, a cigar dealer at 16 South Sixth Street, Allentown, Pa., is selling out the business because of the continued serious illness of the owner at his home, 511 Union Street. Mr. Hartman has conducted the stand the past sixteen years and made a success of it. But his health has been failing for some time and he is unable to give the business his personal attention. His son and daughters are now closing it out finally.

ANOTHER INCREASE ASKED

Cigarmakers Throughout State Organizing—Believe $2 Advance Will Come

CIGARMAKERS throughout the State are organizing for the purpose of making a demand for more money in order to meet the present living conditions brought about by the high cost of foodstuffs.

During the past week announcement was made by a number of manufacturers of an increase in wages of $1 per thousand for all lines of work. A request has been made by the cigarmakers who are affiliated with the Cigarmakers' Blue Label League of Pennsylvania for $2 per thousand.

The request has been sent out in the form of a letter to all the manufacturers with a view of preventing spasmodic strikes. According to reports received the cigarmakers throughout the State are reorganizing.

It is claimed that about 11,000 cigarmakers were benefited by the recent increase of $1 per thousand, which amounts to $500,000 per year in wages. The men have accepted the $1 increase, but claim that eventually they will get their $2 unless living conditions are better and food prices drop.

The leaders claim that $1 per thousand increase is not sufficient and view the enormous growth in the membership of the union as a movement among the men themselves to prepare for the future.

The letter sent to the manufacturers throughout the State by the Cigarmakers' Blue Label League, is as follows:

"Owing to the increase in the cost of living, the cigarmakers and packers employed in the cigar industry of eastern Pennsylvania have practically suffered a reduction in wages. The dollar of one year ago is worth 75 cents today in its purchasing power. With the wages being paid at present it is impossible for the craft to maintain the American standard of living.

"After a series of conferences covering a period of four months and a careful canvass of the cigarmakers and packers we have decided to make a request for an increase in wages of $2 per thousand, over all prices paid July 16, 1916, on all jobs, the increase to take effect October 16 next.

"We believe that most fair men will agree with us that an increase in wages should be granted, and as far as possible we want to secure this without any interruption in business. Wages have been increased in Ohio, Indiana, New York, New Jersey and Florida in the open shop districts. Many of the large firms in Pennsylvania have granted increases ranging from 50 cents to $1 per thousand. We appreciate this voluntary increase, but through circumstances beyond our control we are compelled to ask that the prices paid be still further increased to equalize the enormous increase in the cost of living.

"In order to make the movement to secure an increase in wages effective, all of the manufacturers in the first and ninth districts of Pennsylvania have been asked to grant our request for an increase."

I. Weinberger Guest of Honor

I. Weinberger, chairman of the committee which arranged the recent banquet of the Independent Retail Cigar Dealers' Association, Los Angeles, Calif., was the guest of honor at a banquet at the Union League Club, tendered by other members of the committee in appreciation of his work in making the Cigar Day Dinner a success.

NEW CHESTNUT STREET STORE

Independent Cigar Company at 1420 Chestnut—Large and Varied Stock for Every Pocketbook

SOME cigar store!" That was the exclamation most prevalent at the opening of the Independent Cigar Company's store at 1420 Chestnut Street on Tuesday. And speaking by and large it is some cigar store. From the standpoint of stock and appointments the cigar stores in the city that are in its class can be counted on the fingers of one hand.

Tuesday was opening day and the face of Harry Petrosky, proprietor, might be discerned now and then rising above a horizon of huge chrysanthemums, beaming like a harvest moon. The solid mahogany fixtures offered a deep contrast to the score of floral offerings, consisting of big yellow and white chrysanthemums, and white roses. On the bouquets were noticed cards from Bobrow Brothers, Luckett, Luchs & Lipscomb, "Cortez" Saunders, B. Bernheim & Sons, P. Lorillard Company, Lorillard boys, Melachrino & Company, and a number of other well known cigar men.

The day was a big one and there was a crowd inside and out. The windows, for which cards were prepared by the National Window Trimming Company, was one of the most attractive ever seen on Chestnut Street. Among the brands on display were "Girard," "Topic," "Constancia Garcia," "Hernan Cortez," "Muriel," "Bold," "Petro" and a number of others. The cigarette display included "Philip Morris," "Melachrino," "Rameses," "Herbert Tareyton," "Murad," "Fatima," "Omar" and "Thenelis Rose Tip." There was also an attractive arrangement of pipes and smoking tobaccos.

In the cases inside were "Romeo & Julieta," "La Carolina," "La Corona," "Bock," "Partagas," "Hoyo de Monterrey," "Pedro Murias," "Cortez," "Constancia Garcia," "Topic," "Admiration," "Muriel," "Manuel" and many other popular brands.

It was interesting to note that imported goods had been heavily sampled and quantities of the shade-grown brands were sold as well. The demand, however, was not confined to the expensive brands, as may be noted by the fact that the first box emptied was the "Bold" brand. There was also a very heavy call for "Topic" and "Constancia Garcia."

In cigarettes and smoking tobaccos the store has a most complete line, the popular brands being much in evidence.

One of the features of the store is a handsome humidor accommodating 150,000 cigars.

The store is located in the heart of a busy section and the attractive windows seem to act as a "Stop" signal for smokers. Mr. Petrosky has another store on Thirteenth Street just below Market.

New Wholesale Store for Iowa City

The new wholesale and retail cigar store of Fred Racine, Iowa City, Ia., is expected to open for business this week. At Washington and Dubuque Streets a force of workmen are completing the tiled floors and final improvements. Three floors will be utilized by Mr. Racine. The basement will be used for the wholesale department and the first floor for the retail department. A billiard room will be located on the second floor.

S. J. Freeman & Son have received the right to the exclusive distribution of the "Lucella" brand of Gangemi & Company, in New Jersey, Pennsylvania, Maryland, Virginia and Michigan.

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J. LAWTON KENDRICK ..... Managing Editor
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Good Advice

At a recent open meeting of an up-State Cigarmakers' Union a speaker advised against a strike. He argued that no strike could be won without a powerful organization and he stated that this did not exist in that section.

The demand made on manufacturers for a $2 increase was previously met by most manufacturers by an increase of $1. While this has not been considered satisfactory to many of the cigarmakers there has been no serious interruption of work as yet.

R. J. Reynolds Makes Big Contribution.

R. J. REYNOLDS, the energetic head of the R. J. Reynolds Tobacco Company, of Winston-Salem, N. C., is one of the most enthusiastic endorsers of President Wilson's administration, and on the 20th of last month expressed his approbation by sending the treasurer of the Democratic National Committee a check for $10,000.

In his letter enclosing this splendid gift, Mr. Reynolds says: "To make a change of Administration, to my mind, would be nothing short of a calamity to this nation."

Throwing aside all political prejudice, it is always intensely interesting to have as clear-cut a definition of his ideas as is given by this important manufacturer, and we know that both Mr. Reynolds' gift and his expression of opinion will help his party greatly.

Fine Report on American Sumatra Tobacco Company

One of the newer recruits in the list of tobacco producers whose shares are just beginning to be actively traded in on the New York Curb is the American Sumatra Tobacco Company, says the Boston News Bureau.

This company was formed in 1910 to raise, cure and merchandise shade-grown tobacco. The corporation has now established itself on a good financial basis and with source of production assured and diversified, it promises to become a consistent earner.

This company was originally financed by Ladenburg, Thalmann & Company and Tucker, Anthony & Company. It has been working for five years to perfect its cultivation methods in accordance with the highest scientific procedure. The results have been satisfactory so that the largest cigar manufacturers are now using the company's tobacco in their products.

The company's property consists of about 34,000 acres of land in Florida and Georgia, of which 10,000 are growing tobacco, with buildings and equipment. The rest of the land is now in timber, but will be suitable for growing when cleared. In addition about 1250 acres are owned in Connecticut, of which 700 are under cultivation. Conservative estimate puts value of land, building and equipment at $2,850,000, all kept in first-class condition, the expense of up-keep being charged to annual cost of operation, with ample allowance for depreciation. Its lands are of sufficient acreage to permit rotation of crops, which is desirable to produce best results in wrapper tobacco.

The company has no bonded indebtedness.

Regular dividends at the rate of 7% per annum are being paid on preferred.

Net for year ending June 30, 1914, was $256,985. In 1915 it was $499,134 and in 1916 $267,653. The apparent decrease in net for the past year was due to an unusually small crop per acre in Connecticut and to inventorying of tobaccos on hand at low figures. These valuations were made with a determination to have the method of earning calculations on a thoroughly sound basis. This year's big crop of high quality, shade-grown tobacco, and the present high market, promises net earnings for the 1917 year of over $600,000, or more than twice last year's net. Competent interests feel that the company has reached a level where a minimum net of $500,000 is assured. Such a minimum would be ample to sustain dividends of 7% on the common.

A. Davis Sons Company Leases New Factory

A. Davis' Sons Company, of Cincinnati, O., has recently leased the four-story brick building, at 51 East Chestnut Street, Columbus, O., and will immediately open a cigar factory there. One hundred and fifty hands are to be employed and it is understood that it is hoped to double this number gradually.

Schulte Company Gets 911 Market Street.

ANNOUNCEMENT is made that the second branch of the Schulte Cigar Company, will be opened in Philadelphia about May 1, 1917, at 911 Market Street. This store has been leased for a term of years to the Schulte Cigar Company by Pease & Elliman for the Horn & Hardart Baking Company. The first Schulte store will open on the northeast corner of Eighth and Chestnut Streets, where the fixtures, etc., are now being installed. It is stated on good authority that in addition to these leases five other prominent corners in this city are now being negotiated for in behalf of the Schulte Company.

This company has just increased its capital stock issue from $357,000 to $1,500,000 and a broad policy of expansion is to be started. In addition to operating new stores the company proposes to open scores of agencies in smaller cities in the Middle Atlantic States.

Froehlich-Hirschberg.

Miss Etta G. Hirschberg, daughter of Harry Hirschberg, of the leaf tobacco firm of Julius Hirschberg & Brother, 308 North Third Street, was married on Wednesday evening, October 25th, at the Hotel St. James, to Edward J. Froehlich, son of the late Dr. Joseph Froehlich, of New York City. After the honeymoon the young couple will reside in Philadelphia.

"Relu"—New Foreign and Domestic Blend Cigarette.

After some months of preparation the Reed Tobacco Company, of Richmond, are opening a big compaign on their brand of foreign and domestic blend cigarettes, which they have named "Relu." The package is a very neat one, in shades of light blue, with dark blue lettering on three tobacco leaves, and the Turkish insignia of the crescent and scimitar.

The goods were first introduced into the United Cigar stores in New York City last week, and reports are that they made a flying start in the popularity race. The package contains 20 cigarettes and retails for 10 cents.

Schulte Opens First Store

The first store of the Schulte chain was opened in Philadelphia on Saturday in Green's Hotel, at Eighth and Chestnut Streets. There were no cut-price inducements. F. A. Herman, manager, stated that the business was very satisfactory.

The store carries one of the largest assortment of pipes in the city and this line is being featured.

Toll Ordered to Cease Using Band Similar to "Bold"

ON the 16th of September, of this year, in Common Pleas Court, No. 4, before Judge Audenreid, an injunction was granted Bobrow Brothers, restraining James A. Toll from using a band similar to that in use by the plaintiff, Bobrow Brothers, on their "Bold" cigar. Some weeks later this injunction was supplemented to cover a band the defendant had substituted following the injunction.

On October 24th, on attachment proceedings for contempt of court, Mr. Toll was brought before Judge Audenreid again and ordered by the Court to immediately cease the use of any band similar in color or character to that of the plaintiff. Judge Audenreid told the defendant that if he did not immediately obey the orders of the Court he would impose a jail sentence.

Hi Hammer, of Corral, Wodiska y Ca., gathered in some nice orders for the factory during his recent visit.

Henry Hilbronner, of Hilbronner & Jacobs, is now on the Pacific Coast where he is gathering a sheaf of orders for the firm's brands.

N. F. Eberbach, of A. B. Cunningham & Company, the well known North Second Street jobbing house, has been on a recent trip to New York.

Ben Grabosky, of the G. H. P. Cigar Company, manufacturers of the "El Producto" and other brands, is on a trip through the Middle West. The factory has received a nice bunch of orders from him.

L. M. Walters, popular representative of Bobrow Brothers, is again at the factory following several weeks' illness. He expects to get out on his territory for a short time following the general election.

Mark Jacobs, of Jeitles & Blumenthal, has sent in some sheets from his order book, from Denver, Colo. The factories are working to capacity to supply the demand for "Flor de Jeitles," "Statesmen" and "Royal Peer."

William Bythiner, of Louis Bythiner & Co., tobacco leaf brokers, of 212 North Second Street, reports a busy season thus far. Mr. Bythiner says it is not so much the price of the goods as the ability to get the leaf that blocks some of his deals.

Concerning Briar

Writing in "The Nabob," the house organ of Kelly, Douglas, Ltd., the Vancouver wholesale firm, Harold G. Beddeson has the following to say regarding briar:

Briar that is used for pipe making is not the bush known as "briar rose," which does not possess a root of sufficient proportions to produce even the smallest bowl. The word is a corruption of the French "Bruyere," denoting the white heather or shrub, the "Erica Aborea" of the botanist. It grows wild in all of the countries along the Mediterranean. It was first exploited in 1850, in the Pyrenees mountains, and later its use spread along the French coast. Sicily and Calabria were for thirty years or more the chief sources of supply.

Of late years Algeria has supplied the world with a great proportion of the briar used for the manufacture of the cheaper grades of pipes. The sandy and light nature of the soil in Africa allows the briar root to grow without hindrance, and while the roots are proportionately of much larger size than those which grow in soil of a rocky nature, the wood is more porous and much lighter in weight. For this reason Algerian briar is never used for the manufacture of the famous briars, known as English briars, because they have been made in England by expert workmen.

The general appellation "French briar" does not necessarily mean that the wood has grown in France, but it is a qualification to distinguish "bruyere" from "briar rose." Only the root of the shrub is used and the average age of the root should be about 100 years in order to have the close texture and sweetness required of a good pipe. It is therefore the custom to dig out only the old roots, leaving the younger shoots to age in the ground.

The supply of old root is naturally rapidly decreasing, and there are very few left in France. The best and most expensive briar is now obtained in the rugged mountains of the little island of Corsica. The strong sunlight burns the small bush and drives the sap down into the root of the briar. These roots grow and strive between the rocks, their growth being handicapped. It is estimated that a Corsican briar root 100 years old, is one-third smaller than an Algerian root of the same age.

The Corsican briar never grows more than twelve feet high and almost half of the root is exposed to the sun and air. One often sees the word "gnarled" in print, but a Corsican briar root must be seen before the full meaning of the word is realized. As a rule it is about one and a half times the size of a man's head and frequently very much the same shape. The root is as hard as ironwood, yet at the same time most absorbent. The weight of an average root runs from sixteen to twenty pounds. A deep and accurate knowledge of the nature of briar is essential for the manufacturer of pipes.

Important Advertising Medium

One of the most important advertising mediums for a retail dealer is the show window. It is the face of the store. The chief means you have of judging a person is by his face. It is the index of character. Strength or weakness, firmness or vacillation, good or evil, purity or lewdness, intelligence or ignorance, kindness or harshness, gentleness or roughness, confidence or doubtfulness, success or failure are all stamped thereon, and you are instinctively attracted or repelled. You like or dislike a person by the impression made upon you by his face. It is just the same with the "face" of the store. It advertises you and your business, whether your display is good or poor. It is in your window that you can demonstrate what kind of a merchant you are, and you will be largely judged by what is done or what is not done therein.

The Clay Pipe Market in England

The statement made by a woman at a London Police Court, the other day, that people do not now smoke clay pipes, has elicited the fact that short clays are very much in vogue. More than one well-known English manufacturer declares that if the labor could be obtained they could easily dispose of three times as many as at present.

Some of the British export merchants who built up a trade in clays in foreign markets (said one manufacturer) did so on goods bought from British pipe makers bearing the name or mark of the merchanting house. Then they subsequently switched off on to inferior clays made by German manufacturers to the patterns supplied by the British export merchants, and bearing the latters' names or marks. The German trade has naturally been cut off, and exporters in this country, who had relied on Germany, have had to try to get supplies of clay pipes from English makers.

It appears that churchwarden pipes, twenty-odd inches long, are not being made just now because the demand for ordinary short clays is so great and insistent. Some people, however, are able to get such "churchwardens" as they need, and one genial old gentleman occasionally orders a couple of dozen for the use of himself and the old friends who visit him.

Incidentally it was mentioned in the course of the conversation that many engineers and munition workers who are drawing big money, are now buying really first-class briar pipes; and that further increases of price would have to be made owing to the difficulty of getting Italian briar, mounts, and so forth, and the increased cost of manufacture.

Clays are particularly popular among the soldiers in the trenches, said another manufacturer. They prefer them to the briar.

The clay certainly gives one a cooler and drier smoke than any briar, and some of the English varieties are hardly to be distinguished from expensive calabashes.

All English pipes are made from Devonshire clay, which is moulded and trimmed by girls, and dried and burnt in kilns. After this they are glazed and packed.

Churchwardens, those with the long, curved stem, so popular among old smokers, are usually tipped with a little red or green sealing-wax at the mouthpiece, but with the short cutty varieties and the fancy shapes this is not now done. Thousands of short Irish cutties are being sent to the front, adorned with regimental crests.

Reading Cigar Store Changes Owners

The cigar store and pool room, at 521 Penn Street, Reading, Pa., has been sold by G. Samuel Hantsch to William Leh, a well-known cigar and tobacco jobber, having stores at Sixth and Franklin Streets and 14 South Sixth Street. Mr. Leh, who will take possession at once, will continue the business at this stand, which is one of the largest in Reading. It was conducted by Mr. Hantsch for some years.

Osborne Tobacco Company Incorporates

The Osborne Tobacco Company, of Vineland, N. J., has recently been incorporated with a capital stock of $125,000. It purposes to deal in tobacco products and smokers' supplies, and to manufacture. The incorporators are Louis G. Osborne, William E. Osborne, Harry A. Giltone, Frank Wanser and George W. Halliday.

Schickler Buys Interest in Comet Cigar Company

Carl Schickler, of Aurora, Ill., formerly associated in the retail and wholesale cigar and tobacco business with his father, Phil Schickler, has purchased the interest of Joseph M. Frey & Company in the Comet Cigar Company. Maurice Comet is owner of the other one-half interest. The firm manufactures the "Red Band" cigar.

Trade Jottings

Clemons Brothers, have recently opened a cigar and tobacco store at 150 Broadway, Albany, N. Y.

Frank O. Blanco, representing Venturo Blanco & Company, has been on a trip through the West in the interest of the firm's brands.

Harry Nathanson, of Peekskill, N. Y., has recently purchased the cigar and tobacco store of Charles Smith on South Davidson Street.

Mitchell, Fletcher & Company, are in receipt of Xmas packings from the Cortez factory. The packings are in mahogany and include three sizes.

H. S. Moorhead, of Duncan & Moorhead, has been in New York recently looking over the cigar market. The new store is doing a fine business in imported brands.

The Fordham Square Cigar Company, Bronx, New York, has recently been incorporated with a capital of $5000. The incorporators are, H. Bayles, S. and J. Tause.

Samuel Levinson, head of the Wyandot Cigar Company, Cincinnati, O., has recently announced an increase for his employes amounting to fifty cents a thousand.

Fire which damaged the third, fourth and fifth floors of the building, at 20 Woodbridge Street, Detroit, Mich., swept the plant of the Independent Cigar Company, located on the fifth floor.

The U. S. A. Transport "Sherman," expected to arrive at San Francisco, from Manila, about November 15th, is carrying a shipment of 1,640,000 cigars for the Manila Commercial Company.

Charles M. Lobdell, has recently taken offices in the Pritchard Building, Pittsfield, Mass., where he will make his headquarters as the Massachusetts representative of the Tobacco Corporation of America.

The Union-American Cigar Company has declared a quarterly dividend on preferred stock, of one and three-quarter per cent. (1¾%), payable November 15, 1916, to stockholders of record October 31, 1916.

The Gross Brothers Cigar Company, cigar manufacturers of Nashville, Tenn., is a new firm recently opened for business. The firm is composed of John P., Ira A., and Harry Gross. Th factory is in operation at Eighth and Commerce Streets.

E. F. Pipe, of the Compania General de Tobaccos de Filipinas, has returned to his offices in New York, after a trip through the South and West. Mr. Pipe states his trip was quite successful, and mentions that the factory shipments to this country are showing a steady increase.

The Schulte Cigar Company have leased through Pease & Elliman, for a term of ten years, the store at 248 Kingston Avenue, in the Flatbush district of Brooklyn. This is a prominent transfer corner and upon completion of alterations the Schulte Company will open a branch store.

More Than Thirty Million Pounds of Tobacco Pledged

Owensboro, Ky.

The pool of the Farmers' Co-operative Tobacco Association, composed of the counties of Daviess, Hancock, McLean and Ohio, closed last Thursday. It was announced that 30,300,000 pounds of tobacco had been pledged to the pool. This is the largest pool ever organized in the Green River district, and one of the largest ever formed in the State.

Tobacco buyers estimate that the crop in the Green River district will run 50,000,000 pounds this year, nearly double the size of last year's crop. This will leave about 20,000,000 pounds for the Owensboro Loose Leaf floors, provided the pool is sold.

The prices have not yet been fixed by the directors of the association. However, several of the local buyers have viewed the samples. There is every indication that the Green River type of tobacco will demand a high price this year.

Big Tobacco Shipment from Savannah

Unmanufactured tobacco valued at more than $2,000,000 is to be shipped to France and England through Savannah in the near future, according to information received recently. Tobacco valued at approximately that sum has already been shipped to those two countries from here, destined for the soldiers in the trenches.

The tobacco will be shipped by the Oriental Navigation Company, which has obtained a contract from the Government of France for leaf tobacco valued at $23,400,000. It will be shipped to either Havre or Bordeaux. The tobacco will not be shipped in vessels chartered by the company, but will be sent through Savannah shipping firms.

The tobacco to be sent through here is that part of the contract which is being filled by growers in the extreme South, it is said, the Virginia and Kentucky tobaccos being sent in vessels owned by the company, from New York.

Tribute to Tobacco

Among the papers left by Richard Harding Davis, the brilliant American war correspondent and author, his brother discovered the following messages written apparently a few days previous to his death: "Men at home who breathe tobacco smoke as freely as they breathe air, cannot know how much tobacco means to the man in the trenches, or rather the loss of it means. During the Spanish-American war, in the United States army regulations, tobacco was officially classed as 'officers' supplies.' It was considered a luxury. When I cabled from Cuba that our soldiers in Cuba needed tobacco my appeal was ridiculed, and I was asked if our soldiers did not also want silk pajamas and eau-de-cologne. The man who has never gone without tobacco and who could fill his pouch or case at the street corner still thought tobacco a luxury. It was Sir Frederick Treves, during the South African war, who made people understand that for the soldiers tobacco was a necessity. A man can hunger; he can suffer cold, fatigue and wounds; these things he can endure if he can smoke. I have been a looker-on in seven wars, and I find it so with each of them and with men of all races. Give them tobacco and there is no hardship that they will not cheerfully suffer. So, with the purpose of your fund I, for one, am heartily in accord. If the glorious record of the Canadian troops has been made on short rations of tobacco we may feel confident that well supplied with it they will in a short time be in Berlin."

Mortimer Regensburg has returned to New York after a ten days' visit at the Tampa factories.

COUPON COMPANIES DETERMINED TO FIGHT ADVERSE LEGISLATION

(*Continued from page 11.*)

mium coupon as before, except in such States as Washington, where their use has been prohibited. The fact that the Sperry & Hutchinson Company has about 600 premium stores in all points of the country, which would be discontinued if the premium plan were abandoned, probably gave rise to the great interest of retail dealers in the report.

Mr. Spitz said that in several States, Louisiana, Washington and in a number of Federal Courts, the laws prohibiting coupons have been held constitutional. Suits are now pending in Maryland and Colorado.

A method employed by the Eagle Stamp Company, one of the largest Western concerns, in retaliating against States which have passed laws opposing coupons, was outlined yesterday. The assumption of the stamp company is that the acts have been adopted at the instance of certain retailers. Accordingly, in these States the company is using its surplus funds to establish five and ten-cent stores, which naturally compete with local dealers.

In the opinion of Mr. Spitz, the position of the premium companies is stronger now than a year ago. He said one result of the agitation against premium companies has been to drive them to adopt such stamps as the cash redeemable slips, which are equally as profitable, and which he claims cannot be assailed by antagonistic legislation. He stated that the coupon companies are confident of success in their fight in the Legislatures, and that a great campaign of publicity upon which they are embarking will solidify their position. Numerous petitions are being prepared in various States for presentation at the meeting of the Assemblies, was the assertion.

United Cigar Stores Show Big Gain

Net earnings of United Cigar Stores Company for first eight months of the calendar year, which corresponds with the company's fiscal year, increased more than 50% over a year ago.

Indications now point to an increase in gross for the full year of between $4,500,000 and $5,000,000.

It is expected that net for the full fiscal year will show an even greater percentage gain over a year ago than shown in the first eight months.

The expansion program has the real estate department working at top speed. Agencies are now being opened at rate of about twelve a week.

About twenty-five agencies have been opened in the Chicago district. When the plan was confirmed last spring, it was the intention to confine agency activities to the East for at least a year. However, demand from middle western retailers was so insistent that it was decided to go ahead at once in this territory as well as in the eastern district.

Leopold Bretzfelder

Leopold Bretzfelder, a pioneer tobacco wholesaler of Springfield, O., died recently from apoplexy at a sanitarium where he had been ill for about three months. He was within a few days of being sixty years old.

Mr. Bretzfelder came to this country from Bavaria, with his family, about thirty years ago, and twenty-five years ago established the business which bears his name.

Mr. Bretzfelder leaves his wife, a son, Samuel, manager of the J. B. Moos Company, of Dayton and Springfield, and a daughter, Mrs. M. A. Stillpath, of Ft. Wayne.

ADVANCE IN PRICE OF TURKISH CIGARETTES SEEMS TO BE NEAR

(*Continued from page 11.*)

comes it will be general, so that those who have large stocks will be able to reap a pleasing profit on their foresight. It will also protect the manufacturers who have no choice in the matter.

It is stated that the P. Lorillard Company has sufficient stocks of Turkish leaf to last for three years if the demands remain normal.

The publication of the probability of an advance in Turkish cigarettes brought this fact to the attention of the public, and Dow, Jones & Company, figured that this would mean an increase on the net earnings of the Lorillard Company of about $1,500,000 which would be equal to about ten per cent. on the common. And the publication of this story boosted the price of Lorillard common to 237 last Tuesday which represented an advance of 15 points over the last previous sale.

It is not to be presumed that the Lorillard Company is the only firm in this enviable position, but it is safe to assume that there are many whose stocks are being rapidly exhausted. The general plan as now being worked out is said to call for an increase in the price of 11- and 12-cent cigarettes to a flat price of 15 cents and 8- and 9-cent cigarettes to a flat rate of 10 cents.

A. T. Company September Sales Show Increase

According to a financial bureau, sales of American Tobacco Company in September increased about $700,000 over a year ago and net showed a gain over corresponding month of 1916 of a little less than $200,000.

While earnings in September did not show the same proportionate gain over a year ago as in August, this is accounted for by heavy shipments made in the earlier month to take care of conditions that might be created by a railroad strike.

It was recently estimated that net earnings for the full year 1916 should show at least 24% for the $40,242,400 common stock after allowances for the regular 6% on the $52,700,000 6% preferred. Such a result, it was pointed out, must be accomplished by big earnings in the closing six months of the year. In the first half of 1916 American Tobacco ran about even with a year ago.

There is no reason to reduce this early estimate, and if final report for the full year shows any change, it is likely to be in form of an increase over the 24% figure rather than a decrease. Earnings of 24% compare with 20% in 1915. This means an increase over 1915 of $1,600,000.

Gross in 1915 fell about $5,000,000 behind the 1914 figures. It is expected that this $5,000,000 will be made up this year, with possibility that the sales figure will run ahead of 1914.

Cigar Factory for Shreveport

Frederick Herbert, whose plans to establish a cigar factory in Shreveport, La., received the hearty indorsement of the Board of Directors of the Chamber of Commerce, has decided to open his factory in Shreveport, and left that city Friday on his way to Cuba to get his stock. Between fifty and sixty persons will be employed. Mr. Herbert was for some time general manager of the Swartz Cigar Company, of Hamburg, Germany. At the outbreak of the war he left Germany, going first to Cuba and later to Monroe.

SUGGESTION OF CHICAGO RETAIL DRUGGISTS UNANIMOUSLY OPPOSED

Cigar Manufacturers Hold Size Reduction Impractical Solution—Committee of T. M. A. Answers Association's Resolution—Each Branch Must Act for Itself

A JOINT meeting of the Committee on Clear Havana Cigars and the Committee on Seed, and Seed and Havana Cigars, of the Tobacco Merchants' Association, was called recently to discuss the resolution of the Chicago Retail Druggists' Association which requested cigar manufacturers to reduce the sizes of their products rather than increase prices.

The committees which met brought together Allie Sylvester, President of the American Cigar Company; Charles J. Eisenlohr, President of Otto Eisenlohr & Brothers, Incoporated; Benito Rovira, of the Benito Rovira Company; Samuel Bayuk, of Bayuk Brothers; Theodore Werner, of T. J. Dunn & Company; Mortimer Regensburg, of E. Regensburg & Sons; A. I. Lewis, of the I. Lewis Cigar Manufacturing Company; A. I. Esberg, of the United Cigar Manufacturing Company; Louis Gahn, of E. M. Schwartz & Company; Asa Lemlein, of E. H. Gato Cigar Co., and Jose Perez, of Marcelino Perez & Company.

The meeting was presided over by Mr. Sylvester, and the most serious consideration was given to the resolutions which the Chicago retail druggists presented. However, it was unanimously decided that the reduction of sizes, rather than an advance in price, was an impractical suggestion.

The resolutions adopted by the Chicago Retail Druggists' Association at their quarterly meeting held October 10th, were as follows:

Whereas, a number of cigar manufacturers and jobbers have advanced their prices on cigars, and

Whereas, it is rumored that other manufacturers intend to advance the prices on their product, and

Whereas, the tobacco trade papers are advocating an advance in prices on cigars and a reduction in sizes of cigars, and

Whereas, the retailers of cigars can ill afford to pay an advance in price;

Therefore, be it Resolved, that the Chicago Retail Druggists' Association request the cigar manufacturers of the United States to reduce the sizes of their products and not advance the prices.

Be it Further Resolved, that the Secretary of this Association be and he is hereby instructed to send a copy of these resolutions to the Cigar Manufacturers' Association of Tampa, Florida, the Cigar Manufacturers' Association of New York; the Tobacco Merchants' Association of the United States, and to the manufacturers of cigars in general; and that a copy of these resolutions be sent to the tobacco trade papers and that the retail druggists' associations of the various states be asked to adopt similar resolutions and proceed in the same manner.

(Signed) Isam M. Light,
Secretary.

The reply to these resolutions, by the Tobacco Merchants' Association, following the joint meeting of the cigar manufacturers' committees, was as follows:

Supplementing our communication of the 16th inst., in regard to the resolution adopted by your Association

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EMBARGO MODIFIED AND TOBACCO SHIPMENTS RELEASED BY BRITISH

Cargoes at Rotterdam and Copenhagen Released—Contracts Previous to July 15th Respected—Will Pass No Shipments Made After August 31st—Shippers Aided by State Department

Washington, October 25th.
(Exclusive to Tobacco World.)

SECRETARY LANSING of the State Department, and Counsellor Frank L. Polk, have been most active for two weeks past in negotiating with the British authorities concerning the shipments of American tobacco which were held up by British orders at the ports of Rotterdam and Copenhagen, in accordance with the restrictions promulgated by Great Britain as effective July 15th last, whereby no further shipments of tobacco were to be permitted to go through neutral countries with Germany and Austria as ultimate points of destination.

American shippers have been making the most urgent representations to the State Department concerning the attitude of The British Government on these shipments, and an ugly feeling was being engendered in many quarters, it being the understanding of the shippers that all tobacco bought and paid for prior to August 4th, and enroute before August 31st would not be molested.

Secretary Lansing announced yesterday that the British Embassy had modified their attitude so that the shipments now held up will be passed at once, and that the original understanding to the effect that tobacco shipped before August 31st on contract made prior to July 15th would be passed.

This means the release of between $2,000,000 and $3,000,000 worth of American leaf held at Copenhagen and Rotterdam and English ports because of failure to comply with the conditions of importation laid down by Great Britain.

The State Department gave out the following as the official ruling from the British Embassy:

"Shipment of tobacco made under bona fide contracts entered into before July 15 need not be consigned to the Netherlands Oversea Trust or covered by guarantees in the case of shipments to Scandinavia, provided that the consignments shall have been put on rail under a through bill of lading for land and sea carriage, or shipped under a direct steamship bill of lading before August 31.

"The British authorities regard as most important the provision that the goods must have been shipped on a through bill of lading for land and sea carriage, or under direct ocean bill before August 31, and they must insist upon its fulfilment."

This would seem to mark a settlement of the British end of the controversy, but the question now arises, What will become of these goods when they reach Germany? It will be recalled that only a short time ago, the German Government proclaimed an embargo on all shipments of tobacco into Germany except shipments from Turkey.

Surely, surely the way of the trader is hard in these troublesome times. Being a first-class neutral and trying to tend to our own business of selling our tobacco to anyone who will buy it is a difficult job.

Thurston.

A. Garten, of A. Garten & Sons, was a recent New York visitor. His trip was highly successful according to all accounts.

Hints on Preserving Loose Tobacco

GENERALLY about this time of the year one hears complaints from retailers concerning the effects of the weather upon loose tobaccos. Although I have dealt with this topic on a previous occasion—about two years ago I think it was—what I had to say then will certainly bear reiteration now. Furthermore, since that article was penned I have learnt a further wrinkle or two which are worth passing on." Thus writes the "Optimist" in the Tobacco Trade Review, who goes on to say:

"In the first place it may be said that the form of deterioration which appears to be the outcome of certain weather conditions is, as far as I am able to judge, more pronounced in some districts than in others; this being doubtless due to the varied percentage of atmospheric humidity obtaining in different districts. Then, again, it has been some people's experience that only the heavier kinds of loose tobaccos become affected, but as against this my own experience in this direction proves the exception to what is generally regarded as a rule.

"On one or two occasions during my career I have found the heavier kinds of tobacco to be perfectly immune tobaccos and shags, have been distinctly affected. By all from damp growth right through the season, whilst on the other hand some of the lighter kinds, notably fine cigarette the rules of logic this should not have been so, but—well, it did happen, and I daresay others have had the same trouble.

"It is misspent life if one gets older without getting wiser, and bought experience cultivates clinging memories. I know that I paid a fair price for some of my experience, but looking back over those years I don't grudge a single penny of it now.

"What is life and progress and success but an evolutionary growth arising out of mistakes and failures? Of course, the other fellow who is able to begin building on a sure foundation doesn't worry himself much over the trouble his predecessor had to put safety where formerly existed nothing more solid than insecurity, pitfalls and swamps. But he is lucky,, nevertheless. However, let us get on to something more practical.

"I have met several complainers who will swear that when their tobaccos go wrong it is no fault of theirs. Oh, no, it must have been 'gone a little' when they received it from the wholesale people! Well, I don't say such a thing might not happen, but I am much more inclined to the opinion that nine times out of ten it is more the fault of the retailer when a jarful of tobacco has to be consigned to the dustbin. he fact is that the term cleanliness, as applied to the storage and preservation of loose tobaccos, is but vaguely understood.

"Neither is the amount of care necessary to be exercised appreciated to anything like the extent it should be. It is too much trouble, too much 'fag'; it means the expenditure of too much time. But let us see wherein lies all the trouble to adopt the precautionary measures necessary for the preservation of good condition.

"The deterioration referred to is undoubtedly due to the formation of moisture in and around the receptacles containing the tobacco; the cause of formation being in turn due to the fact that the material from which these are usually made is incapable of adjusting itself to the surrounding changes of temperature. This may not be scientifically the correct way of explaining it, but perhaps it will serve to show what I mean. At any rate the result is that a dampness is communicated from the vessel, or jar, to its contents, such dampness generating the mildew growth referred to.

"Obviously, then, several remedies suggest themselves. The first is the one I myself have practised for several years. Each morning during the late summer and early autumn periods I empty each of my jars, spread their contents out on sheets of paper, and lay them on a corner of the counter where the heaps will obtain the full benefit of the air currents passing through the shop. Then while the tobacco is aerating I thoroughly wipe out and polish with a dry polishing cloth the interiors of the jars. This occupies perhaps a quarter of an hour, during which time the tobaccos are aerating. In addition to this, if I think the air is particularly humid and there is a possibility of trouble, I lift the cover of each jar overnight, thus permitting air to circulate through the contents until the following morning.

"Then there is another wrinkle that is worth trying. I say 'trying' for the reason that of its efficacy I can only speak from hearsay. But I have it on the word of a friend that he has found it an effectual remedy against damping. That is to line tobacco jars with a layer of grease-proof white paper, together with a disc cut out to fit the bottom. This certainly has the merit of being an extremely simple remedy, and, so I was assured, obviates entirely the necessity for the daily emptying and refilling of the jars. Therefore it should certainly be worth trying.

"It goes without saying that during the most precarious periods of the year tobacco closely pressed into a jar is liable to give more trouble to keep in condition than if it is loosely packed. And even tobacco that is loosely packed needs to be lifted and turned over at frequent intervals in order to aerate it.

"Airtight cases are not nearly so effective as one would wish during this season of the year. If tobaccos are at all inclined to be unduly moist—and these include packeted goods—it is not at all unusual to find them go wrong simply because no air can reach them.

"In my own case during the autumn months I usually remove several of the brands which I have found to be unduly susceptible to deterioration, and store them in a dryer position on a convenient shelf. Even if they lose a certain percentage of their moisture it is better thus than for a customer to find one's goods in a state of damp and decay."

John Bollman Company to Insure Employes

The John Bollman Company, cigarette manufacturing concern of San Francisco, has inaugurated the plan of insuring the lives of its employes, free of charge to them, according to an announcement. Under the company's plan, all of the company's employes are asked to designate in writing the person or persons they wish to become their beneficiaries in case of death. To the beneficiaries the company has agreed to pay $500 in case of the deaths of employes.

This plan, which is in line with efforts being made by the big tobacco company to improve the welfare of its employes, has received the hearty approval of the large force of factory workers, office employes and company salesmen. The insurance plan is particularly gratifying to the factory workers, as many of them are not in a position to provide for those dependent on them in case of death.

Park & Tilford's Open Counting Room.

RECENT visitors to the headquarters of Park & Tilford, on West Forty-second Street, New York, have been impressed with the change wrought in the entire second floor where the general offices of the corporation are located.

Heretofore, the enormous floor was divided into nests of private offices, occupied by the various heads of departments with their several clerks. Recently the Executive Committee of the company determined that more efficiency could be obtained by eliminating these private offices and throwing all the floor into the open. A clean sweep was made of all the private offices with the exception of President Frank Tilford's.

General Manager Buchner of the company located his desk directly in the center of the floor, and he is now in a position to observe the workings of all departments without moving from his chair. He says that the change has acted like a tonic on everybody and that he estimates at least 20 per cent. more efficiency has been unconsciously obtained in all quarters.

A Live Harlem Jobber.

W. J. Gould has made first-class headway in his wholesale cigar business, at 147 East 125th Street, corner of Lexington Avenue. Mr. Gould has been trained in the tobacco business from his boyhood, and knows every angle of the Harlem trade.

He runs his own brands, "Gould's Initials" and "Boston Straights," and has built up a very comfortable business on these goods. In other directions he specializes on the Gato products, and shows a full line of all their brands and sizes.

"Charles the Great" Show Big Holiday Sales.

Claude Turner of the selling force of Salvador Rodriguez, manufacturers of the clear Havana brand of "Charles the Great" returned a few days ago from an extended western trip with a choked order book. Mr. Turner says that some makers of clear Havana cigars may have complaints to make, but that their factory at Tampa, has all the orders on hand which they could possibly expect and mighty steady work will be needed to get them out.

T. J. Maloney Declares for Wilson.

The Democratic National Headquarters in giving out a list of prominent business men who favor the re-election of President Wilson issues the following about T. J. Maloney:

"Until recently, Mr. Maloney was a director in seventeen companies, including three banks, and for years was Vice-President of the American Tobacco Company. He is now President of one of the oldest and best known tobacco companies in the United States.

"President Wilson has done more for the business men of the country than any President we have had in my time," Mr. Maloney is quoted. "To my thinking he is by all odds the greatest man we have to-day, and one of the most able men the country has produced."

Don Alonso Visits New York.

D. ALONSO, President of the Por Larranaga factory of Havana spent two weeks in New York recently and left on the 23rd ult. for a quick trip to cities as far west as Chicago. He was accompanied by J. V. Flanigan, the factory's American representative.

Mr. Alonso said that their factory and its goods were more popular to-day than in all the many years that Por Larranaga cigars have been making their world-wide reputation, and that some of their shapes had been pronounced absolute leaders in their class, this referring especially to their wonderful "Por Larranaga Nacionales," which enjoy a tremendous sale.

Their factory is crowded with orders for all parts of the world just at present, and the record of 1916 will no doubt be a banner one.

Schulte Company to Operate Extensive Agencies.

Plans have been perfected by the Schulte Cigar Company to establish after January 1st, throughout the States of New York, Pennsylvania, Connecticut, Massachusetts, Michigan and Illinois agencies of the Schulte Cigar Company. Numerous towns and cities have already been selected. The Schulte Company after a careful analysis and reports from various cities, concluded to put into active operation the agency plan which has been under consideration for some time. In connection with the development of the Schulte store system the establishment of the various agencies contemplated will undoubtedly be a great boom to the development of the Schulte system and to the Mutual Profit Sharing Coupon Corporation controlled by the Schulte interests.

President Lichtenstein At French Lick Springs

Julius Lichtenstein, president of the American Sumatra Tobacco Company, has been out West, at French Lick Springs for the past fortnight, taking a much needed rest in connection with the curative baths. Franck M. Arguimbau, treasurer of the company is expected home in a day or so from a two weeks' visit to the company's great plantations in Quincy, Florida, and Amsterdam, Ga. Mr. Arguimbau writes that the crops for this year exceed the most roseate reports which the company has received in New York and promises that the shade-grown wrappers produced on Florida and Georgia soil will be the sensation of the coming Spring.

"56" Cigarettes Show Steady Trade Increase

Paul Drucklieb, the active head of the Cado Co., Inc., makers of the "56" brand of Turkish cigarettes informs us that their business is showing a comfortable monthly increase in volume, and that the gains made are being held. Mr. Drucklieb feels that this is the most encouraging condition possible for his or any other business, and is quite satisfied.

The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, October 23rd, 1916.

TRANSACTIONS during the past fortnight have been very small, and in all the warehouses a lack of animation seems to be prevailing. Very few buyers have arrived. The uncured condition of the new tobacco and the total absence of any old tobacco in the warehouses makes business, from a speculative standpoint, absolutely impossible. Everybody seems to prefer to allow the new tobacco to shrink sufficiently to avoid this extra expense later on, and as the tobacco cannot be worked yet by the manufacturer, there is hardly any advantage to be obtained by buying the new tobacco now.

There is no cheap tobacco to be had now of any description. Even the Colas, Bote and other inferior grades, usually sought by the cigarette manufacturers, are held at high prices, and the quantity is diminishing rapidly and the prices are not likely to go down. Quite on the contrary it is expected that there will not be a sufficient quantity to supply the regular consumption of our local cigarette manufacturers. Partido is nearly exhausted; and the only stocks that remain are mostly remnant of the crop; a lot here and there, which on account of being held at an unreasonable price, remains unsold, and everything otherwise may consist of some few lots that are defective in one respect or in another.

Early in the season some people, mostly manufacturers, who could not do without buying a certain quantity to supply their immediate requirements, have been down to Cuba and bought a supply. On account of the crop having been very small, the stocks that remain of Vuelta Abajo factory Vegas is very limited, and holders of this class of tobacco feel with great confidence that they will later on obtain the extraordinarily high prices which they are asking.

There were a couple of sales in the Remedios tobacco and the prices reported are said to be $50 and $60 respectively for Second and First Capaduras. These figures seem very high and will handicap business if holders insist on prices such as these, but the packers claim they had to pay too much to the tobacco growers to be able to afford to sell for any less. We have warned all along our American readers to expect much higher prices on account of the fabulous prices paid to the grower when the crop was bought in the country by the packers. However, we did not expect the figures to be as high as those that are being asked.

Sales during the past fortnight totalled 12,326 bales, which are divided into: Vuelta Abajo and Semi Vuelta, 5816; Partido, 2053; Remedios, 4442; Oriente, 115.

Buyers were: American manufacturers and dealers, 8109. Buyers for export to South America, 711; local cigar and cigarette manufacturers, 3506 bales.

Receipts of Leaf Tobacco from the Country.

For fortnight ending October 13, 1916.			Since January 1, 1916.	
Vuelta Abajo	8,937	bales.	133,929	bales.
Semi Vuelta	1,481	"	16,590	"
Partido	917	"	22,050	"
Remedios	11,858	"	101,778	"
Oriente	214	"	6,676	"
Total	23,407	"	Total 281,023	"

Exports of leaf tobacco during the two weeks past, totals 13,034 bales, which were consigned to the following countries, namely: To all parts of the United States, 11,676; to Spain, 259 bales; to Chili, 20 bales; to Canary Islands, 119 bales; to Canada, 539 bales; to Argentine Republic, 347 bales; to England, 74 bales.

Buyers of Leaf Tobacco That Come and Go

Arrivals: From New York—Billy Levison, of Maximilian Stern; Marcelino Perez, of Marcelino Perez & Co.; E. A. Zimmermann and his son, leaf dealers; Isaac Bernheim, of J. Bernheim & Son; Paul B. Hirschorn, of the United Cigar Mfg. Co.; Max Schwarz, of La Primadora factory; Joseph Mendelsohn, of Mendelsohn, Bornemann & Co.

From Key West—Francisco Fleitas, of F. & S. Fleitas; A. W. Arnold, President of Ferdinand Hirsch Company.

Departures: Walter Sutter, of Walter Sutter & Co., to New York and Chicago; Joseph Mendelsohn, to New York; Morton Morris and Max Schwarz.

Cigars

All our factories are talking of the necessity of raising their prices from five to ten dollars, for the reason that they are losing money on their present price basis, on account of the extraordinary high prices that must be paid for raw material. Already one or two factories have made attempts in this direction by increasing certain sizes to a certain degree, with the intention of later on adding on something to the price of other sizes. The increased cost to the cigar manufacturer on account of the high cost of tobacco averages between eight and ten dollars per thousand cigars of the filler tobacco alone, and then also there is a slight increase on the cost of the wrappers.

Antonio Villamil, proprietor of the Puro Habano cigar factory is on his way to Cuba on his return from a trip to Spain. Antonio Allones, the cigar manufacturer, proprietor of the Ramon Allones brand, is expected in Havana in the course of a few days.

Leaf Tobacco

Walter Sutter & Company, have made large purchases during the last fortnight, and during the last few days have purchased some large quantities of Partido wrappers. This is one of the most successful houses in the market, as we have learned from very reliable sources that this house has bought in seven months of this year, as they begin their fiscal year on April 1st, no less than 17,875 bales. Walter Sutter left last week for a three weeks' rest for New York.

Joseph Mendelsohn, who left last week, bought a considerable quantity during the short stay he made here.

Max Schwarz also made considerable purchases.

Hermann Diehl in Business for Himself.

Word is received from Havana that the firm of Nunez, Diehl & Company, at Reina 81, Havana, Cuba, has been dissolved. Hermann Diehl announces that he has taken over the warehouses and office of the old firm and that he will continue in the tobacco business under his own name at the old address.

New Key West Brand of Mild Havanas

During the past ten days a new brand of mild Havanas made in Key West, has made its appearance in the New York markets, and the opening reception of the goods was reported as most favorable.

The new goods are known as "American Maid" with a neat little sub-title on the label, "Made in America" and are from the factory of the Hidalgo Cigar Company, of Key West. This concern we are informed has affiliated itself with the E. H. Gato Cigar Co., of Key West, and the entire product will be distributed through the Gato selling force. The first goods displayed are attractive in every detail of manufacture and the package is a noteworthy beauty.

Manager Asa Lemlein, of Gato's New York office expressed himself as highly pleased with the new addition to their line, and says that their trade have all placed trial orders on these goods at the first showing.

Daniels Blamed for Tobacco Waste

Secretary of the Navy Josephus Daniels is being blamed because thirty-one tons of the finest plug tobacco, purchased for the use of enlisted men, is to be sold as "condemned stores" at the Brooklyn Navy Yard on November 2. Rear Admiral Usher, commandant of the local navy yard, said he believed the tobacco was an accumulation from the ships. He thought it was being sold because it was musty or dry or unserviceable in some way.

An expert who made an examination of the 62,000 pounds of tobacco awaiting sale, declared the product was in such perfect condition that it was ten per cent. better than when it was purchased, for the reason that it had seasoned. The navy advertised there were 50,000 pounds for sale, but this estimate was said to be wrong.

The tobacco, it is said, would bring not less than forty cent a pound in the open market at the present time. It was bought after samples had been selected by the enlisted men, who for years had been acknowledged connoisseurs.

New Atlanta Jobbing Firm Prospering

Wright Campbell, of the new wholesale cigar firm of Campbell & Mathers, who recently opened for business at 8 Peters Street, Atlanta, Ga., reports that the volume of business already attained by them is very gratifying. Mr. Campbell states that their brands are finding rapid favors with dealers and consumers, and that their stock is arriving in a most satisfactory manner. Among the leading brands are "Ruy Lopez," and "Florida Widow."

HAVANA CIGAR EXPORTS GAIN

September Increase Amounts to Nearly Three and a Half Millions—Five Million Increase in First Nine Months

Havana, Oct. 27, 1916.

Exports of Cigars, from the port of Havana, during the month of September, 1916, as per our official customhouse returns	11,814,256	Cigars.
Exports from September 1st to September 30, 1915	8,331,130	"
Increase during the month of September, 1916	3,483,126	"

Increases by countries in September, 1916, as compared with September, 1915.

1	United States	2,391,633	Cigars.
2	Great Britain	433,544	"
3	France	298,950	"
4	Argentine Republic	211,700	"
5	Spain	205,865	"
6	Australia	164,390	"
7	Portugal	124,800	"
8	Russia	106,175	"
9	Denmark	63,500	"
10	Sweden	62,500	"
11	Peru	56,500	"
12	French Africa	31,000	"
13	Switzerland	24,120	"
	Total	4,174,677	"

Decreases by countries in September, 1916, as compared with September, 1915.

1	Netherlands	394,000	Cigars.
2	Canada	90,806	"
3	Egypt	87,100	"
4	British Africa	80,750	"
5	Chile	44,417	"
6	Spanish Africa	20,000	"
	Total	717,073	"

Statement of the ten principal consuming countries, above one million cigars in 1915, at the end of September, 1916, and compared with the same period of 1915.

		Increases.	
1	United States	7,128,785	Cigars.
2	Denmark	1,284,950	"
3	Argentine Republic	1,266,608	"
4	Chile	1,151,090	"
5	Australia	854,806	"
6	Spain	772,581	"
7	Canada	5,119	"
	Total	12,463,939	"
		Decreases.	
8	Great Britain	7,416,347	Cigars.
9	Netherlands	589,515	"
10	France	426,630	"
	Total	8,432,492	"

Exports from Jan. 1 to Sept. 30, 1916		88,945,684	Cigars.
" " " 1 to Sept. 30, 1915		83,888,651	"
Increase in 9 months of 1916		5,057,033	"

Oretaniv.

SUGGESTION OF CHICAGO RETAIL DRUGGISTS UNANIMOUSLY OPPOSED

(Continued from Page 19)

urging cigar manufacturers to reduce or cut down the sizes of cigars in order to overcome the increased cost of production, instead of advancing prices, permit me to say, that your resolution has been carefully and seriously considered by our Committee on Clear Havana Cigars and our Committee on Seed, and Seed and Havana Cigars, at a joint meeting held especially for that purpose. Furthermore, in order to deal with the problem thus presented in a most comprehensive fashion, the Committees have sought and obtained the views of eminent and leading cigar manufacturers other than those serving on these Committees, and I regret to be compelled to state that there is an absolute unanimity of opinion among all those who have considered the question, that it would be entirely impracticable to follow the suggestions contained in the resolution of your Association.

Moreover, as regards the great multitude of brands of cigars that are made in a variety of shapes and sizes, sold at corresponding prices, the curtailment of the sizes would in no way change the existing situation, for it would practically mean nothing else but the shifting of the price tickets from the larger sizes to the smaller ones, thus the smaller sizes would be retailed at the prices usually charged for the larger sizes, in other words, the six for a quarter would become a five cent straight cigar and the three for a quarter a ten cent straight and the two for a quarter a fifteen cent straight and so on along the line. This would only amount to a readjustment of the retail prices which can be effected by the retailer with the variety of sizes now obtainable.

Permit me to assure you, at the same time, that in reaching that conclusion the Committees have not failed to realize the difficulties that both the jobber and retailer must necessarily encounter in dealing with the present situation. But the cigar industry, like every other industry in this country, must now under-go a process of readjustment made necessary by the advanced cost of material and increased cost of labor due to conditions that are now universal and for which the tobacco industry is surely in no way responsible.

This readjustment process is by no means an easy task but, difficult as it may be, it cannot be avoided and every branch of our industry, and every individual merchant, from the leaf grower to the man who stands behind the counter, must necessarily adjust prices and regulate the business in accordance with the existing conditions.

It is needless to say that our Association is, indeed, solicitous for the retailers' interests and is always ready to co-operate with the retailer in every lawful way to improve his business and to secure for him a fair and reasonable profit. But as the manufacturer cannot, under existing conditions, control the resale price of his brands, it seems obvious that in the readjustment of prices, that the present situation requires, every branch of the industry must necessarily act for itself.

We sincerely trust that upon giving the matter further consideration, the members of your esteemed Association will see the impracticability of the plan suggested. Should your Association, however, believe that I can be of any service in giving further enlightenment on the subject, I shall be glad to attend one of your meetings, to present our views of the situation.

Very respectfully yours,
(Signed) Charles Dushkind,
Secretary."

NAPOLEON DUBRUL DIES

Succumbs to Complications—Noted Inventor Was Seventy Years Old

COMPLICATIONS of pleurisy and pneumonia on Monday last resulted in the death of Napoleon Du Brul, 70 years old, at his home, Cote Bonnville, Mt. Airy, Cincinnati. He was a pioneer Cincinnati manufacturer and inventor of the DuBrul cigarette-making machine, one of the most successful if its type.

Mr. DuBrul was President and Treasurer of the Miller, DuBrul & Peters Manufacturing Company, and a Director of the Favorite Stove Works, Piqua, Ohio, Anniston Pipe Foundry, Anniston, Ala., and the Pyro Fire Brick Company, Oak Hill, Ohio.

From 1872 until September of this year Mr. DuBrul has been actively engaged in the manufacture of cigar and cigarette-making machines. He was a native of St. Genevieve, Quebec, a son of French Canadians. In 1872 he, with his wife Lillose, moved to Cincinnati. Several brothers and sisters also moved to Cincinnati at that time, but all have preceded him to the grave.

In 1879 Mr. DuBrul, with Frederick C. Miller and Henry S. Peters, formed the Miller, DuBrul & Peters Manufacturing Company. Napoleon DuBrul was one of the most successful inventors of his age, and succeeded in reaping great returns from his labors.

Mr. DuBrul safely made thirteen trips to Europe, beside many visits to Central and South American ports. The company, of which he was President, has offices in all parts of the civilized world, and Mr. DuBrul kept constant personal supervision over these.

He was the father of ten children, only four of whom survive him. All reside in Cincinnati. They are Ernest F., Davilla S., Clarence J., and Telford A. DuBrul. Beside the four sons and his widow he is survived by a sister, Mrs. Amelia Mayer, Montreal, Quebec. He was the eldest and Mrs. Mayer the youngest of the children.

Mr. DuBrul was a member of the Cincinnati Business Men's Club.

Death of Sir William Benjamin Howring.

Cable dispatches from England on the 21st ult. announced the death of the venerable Sir William Benjamin Bowring in his eightieth year.

The deceased was one of the most prominent shipping men of the world, and founder of the long-established house of Bowring & Company with branches in many parts of the globe.

Sir William was born in St. Johns, N. F., and always retained particular interest in the quaint little island of his nativity. He was made a baronet in 1907.

Bowring & Company's New York headquarters, are at 17 Battery Place, and they made important headway in recent years in importing Manila cigars into the United States.

Jappa Cigar Manufacturing Company Incorporates

The Jappa Cigar Manufacturing Company filed articles of incorporation with the Secretary of State at Albany, on October 21st.

This concern is located at 36 Phelps Street, Lyons, N. Y., and they will engage in the manufacture of cigars exclusively. They have an authorized capital of $65,000 and the incorporators are named as Messrs. D. M., O. G. and C. Fusz.

BULLDOG SAVES BANKROLL

Noah-Foster Canine Scares off Robbers—"Mike" no Longer a "Mutt."

"MIKE" is the name of a white bulldog owned by the Noah-Foster Company, tobacco jobbers and dealers of Buffalo, N. Y. He is a big ferocious appearing animal, but failed so utterly to convince customers and clerks of his worth that he has been referred to as a "mutt"—a term not applied to high-class canines like "Mike."

At night "Mike" is put in the back part of the store behind the woden gate which separates the safe from the other part. Until last Tuesday morning "Mike" had failed to show his class and was fast falling out of grace. This was not his fault entirely as he never had a chance until—. Well anyhow he got his chance and made good, and Mr. Foster says he would not take $200 for him now. And Mr. Foster says further that he is not a "mutt."

Last Tuesday morning "Mike" got his chance. Two or three yeggmen broke into the store prepared to make a "haul." They tore out the lock on the front door, broke open the cash register and found $25 which they appropriated, took several cartoons of cigarettes and sampled several fine brands while working. The safe contained about $600 but "Mike" was back of the gate howling his head off for help. He could not get out to attack but he was prepared for action if anyone tried to get behind the gate.

"Mike's" belligerent attitude also kept the robbers from the big humidor. That's why Mr. Foster says the dog is no "mutt."

John Lonergan, the clerk arrived at 5.50 A. M. to open up but he found there was not necessity for that, the store was already open. A man said he saw a short party run out of the store and down the street just before Mr. Lonergan arrived. There was no question, but what he came out of the store.

"Mike" was behind the wooden gate jumping and barking for all he was worth when Mr. Lonergan entered the store. When Foster arrived he opened the safe and found the money intact.

The store is in the heart of the downtown district and about fifty yards from Main Street.

Some are of the opinion that if "Mike" had been allowed free run of the place the firm would have been in enough material to make a suit or two in addition to providing a patient or two for some Buffalo hospital.

Schulte Company Increases Capital Stock.

D. A. Schulte, Incorporated, owning and operating the Schulte Cigar stores throughout New York, Brooklyn, Newark, Philadelphia, Detroit and Chicago, have increased the capital stock issue from $375,000 to $1,500,000, this increase being in connection with the national expansion of the Schulte Cigar system which will also include the operation of agencies after January 1, 1917, throughout the United States, and in conjunction with the further development of the Mutual Profit Coupon Corporation owned and controlled by the Schulte interests. The Schulte business was established in 1883, and during the past twelve months has added forty-six stores, and at this time has in operation and in course of construction a total of 108 stores. The Schulte Company is known to be the largest independent cigar dealers in the United States, and plans have been developed to proceed at once with the contemplated expansion.

Among the recent visitors in our midst was Hi Hammer, of Corral, Wodiaks Wodiska y Ca.

THE CIGAR CAN SITUATION

Shortage of Tin Plate—High Prices—Many Factories Sold Up.

MANUFACTURERS who have popularized certain brands of their goods by packing them in tin cans will have to look sharp in the near future for further supplies of cans, if perchance they are not covered for some months to come.

Inquiries at the leading factories which turn out cigar cans disclose the fact that all previous reports concerning a shortage in tin plate, high prices and inability to turn out goods are more than well founded, and that it behooves manufacturers to protect themselves at the earliest possible minute.

The American Can Company, of New York, is pushed to the limit to take care of the orders now on hand, and without any let-up in sight.

The Heekins Can Company, are operating their big Cincinnati plant to the limit, but are yet able to take care of immediate orders.

In a recent report from A. G. Canby, sales manager of the National Can Company of Detroit, Mr. Canby says, "Our plant is unusually busy, and the scarcity of tin plate will no doubt make it difficult to provide for new business during the first half of 1917.

The American Tobacco Company, as is well known, operate their own can factory at Baltimore, and they are protected in any emergency.

Tobacco Second in Amsterdam Exports

The exports from the Amsterdam district to the United States during the quarter ended September 30, 1916, continued at the usually great quantity and value which marked the two preceding quarters of this year, the total declared value being $8,661,164. The value for the quarter ended March 31 was $8,413,029; and for the quarter ended June 30, $13,109,513, making a total of $30,183,706 for the first nine months of this year, which is larger than the total for any corresponding period in the history of this consulate.

As usual, diamonds led in the exports for the quarter ended September 30, the declared value thereof being $6,099,154. The next item in value was tobacco, $1,306,845; then came cocoa and its products, $209,971; cinchona bark, $207,636; quinine, $162,635; bulbs, $118,341; rags, $109,134; hides and skins, $92,824. No other item reached $50,000, the nearest being potash, $48,866.

Comparison of this year's total export and the export of diamonds and tobacco, the principal articles, with the exports of several preceding years, appears in the following table:

First 9 months of—	Total value, all exports.	Diamonds.	Tobacco.
1912	$20,485,847	$8,525,339	$6,575,750
1913	22,523,671	10,407,082	7,202,517
1914	20,574,377	5,138,068	8,548,065
1915	13,284,800	5,517,899	4,412,972
1916	30,183,706	16,266,069	8,298,472

The gain this year in comparison with the preceding years is almost entirely in diamonds. The gain in diamonds is due partly to increased prices, but chiefly to the transfer to Amsterdam of the business done at Antwerp before the war.—"Commerce Reports."

Leo Michaels, vice-president of Schinasi Brothers, has returned to headquarters after a brief stay at French Lick Springs.

Cincinnati

Manufacturers Want More Cigarmakers—Napoleon Du Brul Dead After Brief Illness—Straus Memorial Dedicated—Jobbers Anticipate Heaviest Holiday Season

Cincinnati, October 26, 1916.

APOLEON DUBRUL, a successful inventor of tobacco and cigarette machinery, and president of the Miller, DuBrul & Peters Manufacturing Company, died here on Tuesday following an illness of several weeks. Two weeks ago he was operated on at his home. He withstood the shock so successfully that hopes were entertained for his recovery despite his age. His name was known in every part of the world where his machinery could be used. He was prominent in the business life of this city and had been interested in many philanthropic undertakings. He is survived by four sons who occupy executive positions with the firm which bears his name. He was seventy years old at the time of his death.

The Jewish Hospital Association has recently dedicated the new Nurses' Study and Assembly Building erected by the late Henry Straus, and his brothers, as a memorial to their mother, Mrs. Fannie Straus.

A. H. Davis & Sons have recently opened a branch cigar factory at Covington, Ky. Steady employment is offered at the new factory for one hundred hands.

Frank Blanco, of Philadelphia, representing the lines of Venturo Blanco, has been calling on the trade here.

Straus Bros. & Co., have had a fine window on display on the "Admiration" brand. This is one of the big sellers across the river at the Latonia track.

Genial "Jack" Merriam was a recent visitor. We have an idea that he will be hereabouts on the 28th again.

The jobbing houses report indications of the heaviest holiday business in their history but express the opinion that some one will get left as a shortage of goods becomes more apparent every day.

Newt Straus has returned from his belated vacation and says he is prepared for a season of hard work.

"El Yutan" cigars are showing a steady increase in this territory. Much credit is given Charles Bergen for this fact.

Isadore Straus is again at his Fifth and Walnut Streets store following his return from New York.

Louis Kusnick, of 23 E. 6th Street, is featuring "Subway" cigars at prices that are drawing the smokers to his store in increasing numbers.

Jerry Baum, of the Herman Baum factory, New York, has been a recent visitor featuring "El Cavalo" and "Lord Carleton" brands.

Joseph Werthein, of the Jose Lovera Company, was among the cigar men to pay us a visit.

Local cigar factories are much interested in the labor situation as skilled cigarmakers are in demand more than ever before and there seems to be none to be had at any price. The result is that several manufacturers have opened branch factories in other sections of the country.

Itan.

The cigar factory of E. E. Kahler & Company, Reading, Pa., has been sold to W. K. Gresh & Sons, of Norristown. One hundred new hands will be added.

Wisconsin Tobacco Report

(Special to Tobacco World.)

Janesville, Wis.

Announcement that the Rock County Sugar Company would resume the manufacture of sugar next season after a two years' period of idleness, does not worry dealers in leaf tobacco in southern Wisconsin. The acreage of sugar beet in Rock County has been less than 300 acres during the last two years, and during the last years of the factory's operation, the raising of sugar beets interfered in no way with the acreage of tobacco. There were 5292 acres of tobacco raised in the county during 1916. As a result of the high prices paid for the leaf this fall, there is every indication that the 1917 acreage will go to 6500. There are a few tobacco growers who will also raise sugar beets, but it will be merely a supplementary crop which will supply work after the tobacco harvest has been completed. The early work in the beet field, after planting, is done by imported foreign laborers furnished by the beet company.

The tobacco crop now in the sheds is curing rapidly and will be ready for stripping within a few weeks should suitable case weather occur. The early crops show good color and indicate plenty of binder stock. The frosted tobacco shows up as well as could be expected. The weather has been favorable for curing without the development of shed diseases.

A number of Janesville dealers have been riding the country within the last month re-writing contracts for the frost-bitten crops. Many growers made concessions in price but the practice of the United and American to hold to their original blanket proposition that buyers take all risk has resulted in a higher average price for damaged leaf.

Most southern Wisconsin warehouses are pretty well emptied of old leaf, a movement of several hundred cases being reported from Edgerton during the middle of the month.

There is every prospect for an early opening of the warehouse season for this season's packing. A possible shortage of female labor for sorting and grading is being guarded against through the efforts of the Janesville Commercial Club, which proposes an investigation to secure a larger supply of women workers for this city.

G. L. M.

Lancaster County Tobacco Growers Happy

With a heavy demand for leaf, and cigar manufacturers working to capacity, the growers have been able to realize high prices for their leaf, even that which was frost-bitten and otherwise damaged bringing unusually good bids.

The packers have not been able to profit very much by the situation as their stocks have been depleted long ago and there is no leaf to be had for them to do business with. Even the much-maligned 1909 leaf found a ready sale when packings of other years ran low. Among the recently reported sales is 93 cases of 1909 tobacco to a Red Lion purchaser.

The farmers state that the present crop is curing nicely. There is much discussion as to the crop for next year and the unanimous opinion is that the acreage will be unusually large.

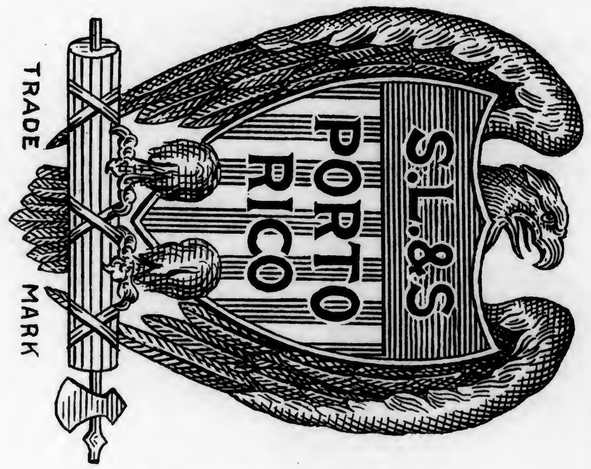
Southern Ohio Tobacco Outlook Good

With tobacco prices on the rise the growers in Southern Ohio, and Kentucky, anticipate a rich harvest. The producers are in good spirit and look to this as a banner season. Prices for first grade leaf have reached 16 cents, while even frost-bitten leaf is bringing 8 cents.

The Sign of Superior Quality

GROWERS AND PACKERS

Porto Rico Stripped and Booked Filler
Porto Rico Shorts



ONLY TOBACCO OF THE FINEST QUALITY

One of the Largest Packers of Shade Tobacco in the World

Florida-Georgia and Connecticut Shadegrown

S. LOEWENTHAL & SONS, 123 Maiden Lane, New York City

IMPORTERS OF HAVANA AND PACKERS OF LEAF TOBACCO

The Exceptional Cigar

BUSTILLO BROS. & DIAZ, Inc.

GENERAL OFFICES

267 Fourth Avenue **New York City**

Meet me at the Tuller **For Value Service, Home Comfort**

New **HOTEL TULLER**

Detroit, Michigan

Center of business on Grand Circus Park. Take Woodward car, get off at Adams Avenue

ABSOLUTELY FIREPROOF

200 Rooms, Private Bath, $1.50 Single, $2.50 Up Double
200 " " " 2.00 " 3.00 " "
100 " " " 2.50 " 4.00 " "
100 " " " 3.00 to 5.00 " 4.50 " "

Total 600 Outside Rooms

ALL ABSOLUTELY QUIET

Two Floors—Agents' Sample Rooms **New Unique Cafes and Cabaret Exellente**

Revenue Report for September.

The following comparative data of tax-paid products as indicated by monthly sales of various stamps and receipts from certain sources of revenue is obtained from the Statement of Internal Revenue Collections for the month of September last.

Products.		September, 1915.	September, 1916.
Cigars (large)	No.	639,128,297	664,082,110
Cigars (small)	No.	83,504,600	67,096,507
Cigarettes (large)	No.	1,234,792	1,604,559
Cigarettes (small)	No.	1,634,339,480	2,276,201,680
Snuffs, Manufactured	Lbs.	2,687,221	2,630,928
Tobacco, chewing and smoking	Lbs.	35,177,913	37,740,262
Playing cards	Packs	2,642,061	3,179,884

Note: Porto Rican imports September, 1916, included in above statement were as follows: 15,901,950 large cigars; 60,000 large cigarettes; 840,000 small cigarettes.

Philippine imports for August, 1916 (not included in August statement), were as follows: 10,565,803 large cigars; and 262,888 small cigarettes.

Philippine imports for September, 1916, included in above statement (report by cablegram), were as follows: 12,921,117 large cigars; 463,008 small cigarettes; and five pounds manufactured tobacco.

French Supplies of Tobacco.

Figures just published covering the foreign trade of France for the first seven months of 1916, with comparative data for the two preceding years, show that this Republic imported from the United States 48,390,360 pounds of leaf tobacco, against 9,867,670 pounds in the like period of 1915 and 42,351,010 pounds in January-July, 1914. These quantities formed 60 per cent. of the total imports of leaf tobacco into France in the first seven months of the current year, 40 per cent. in the like period of 1915, and 66 per cent in January-July, 1914.

The American share in the French purchases of foreign manufactured tobacco is not disclosed by the statistics now available, but the imports (general commerce) of these products from all countries for the seven-month period under review totaled:

		January-July—	
Tobacco and manufactures.	1914	1915	1916
Leaf, pounds	64,268,490	25,413,570	80,156,760
United States, pounds.....	42,351,010	9,867,670	48,390,360
Cigars, number	28,185,900	20,660,800	48,546,600
Cigarettes, pounds	811,520	973,120	2,594,620
Other manufactures, pounds....	1,614,885	1,471,585	1,934,115

While the French tobacco crop of 1916, which suffered from spring rains, will probably not exceed 26,150,000 pounds, it is believed there will be no perceptible shortage in the supply available for consumption. During the first seven months of 1916 there were manufactured in France 48,894,100 pounds of "scaferlati" (the usual mixture of French and foreign tobaccos.) This does not inclue the tobacco used for cigarettes, which, at the middle of July last, amounted to 4,720,100 pounds—a quantity sufficient to make 2,141,000,000 cigarettes. It should be noted that in 1914 the manufacture of "scaferlati" did not exceed 33,331,000 pounds, and there were placed on sale 4,382,800 pounds of cigarettes. Moreover, up to the end of June, 1916, there were manufactured 341,715 pounds of "demilondres" cigars.

The total sales of tobacco in the first half of 1914 amounted to $52,662,950; of 1915 to $46,438,100; of 1916 to $50,996,400, not counting the large quantities of tobacco furnished to the army.—"Commerce Reports."

Tampa

New Factory for E. Regensburg & Sons—Rotary Club Observes "Cigar Day"—Sol Gans Gathers in Some Orders—Jorge Leon Back from Havana.

Tampa, Octo. 25, 1916.

AFTER spending some time at the factory, Ed A. Wodiska, of Corral, Wodiska y Ca., expects to leave for New York this week. This firm has been getting in an enormous volume of orders on their clear Havana brands, and are sold up to the limit. Hi Hammer sent in a big batch of orders last week from Philadelphia, Baltimore and Washington.

Salvador Sanchez y Ca., are preparing to market a new brand under the title of "Leonora."

The firm of San Martin & Leon is doing a splendid business according to Jorge Leon, who has just returned from Havana. Some very satisfactory jobbing accounts have been opened and more are contemplated. The clear Havana brands of this firm continue to duplicate in ever increasing numbers justifying the confidence which the jobbers have placed in them.

Sol Gans, of Max Gans & Sons, the New York leaf dealers, spent a week here since my last report. He left for New York a few days ago with several good sized orders tucked away.

No settlement has been arrived at yet with the workers at the C. H. S. factory.

A. L. Cuesta, Sr., of Cuesta, Rey & Co., left recently for a trip through the North and West. Mr. Cuesta expects to call on only a few of their big customers and hopes to return to the factory by the first of the month.

E. Regensburg & Sons have been compelled to open another factory to care for their orders on the "Admiration" brand. They have leased a building at 21st Street and Tenth Avenue, where they expect to be able to seat at least 100 cigarmakers. Mortimer Regensburg has returned to New York after a visit of about ten days.

Cigar Day was observed here by the Rotary Club. Ernest Berger, of Balbin Bros., was chairman of the committee having charge of the affair. A luncheon was given at which Jaime Pendas, of M. A. Gunst & Co., outlined the growth and importance of the cigar industry in Tampa.

Matthew W. Berriman, who has been North for some time is expected to reach the factory about the first of the month. The factory is usually busy and has difficulty in keeping up with orders.

A. Santaella & Company are working to capacity trying to catch up with back orders. The strike made quite a dent in their shipments, but they are working harder than ever and are optimistic over their ability to care for their trade.

Alvaro Garcia, of Garcia & Vega, has left for New York following his return from Havana.

Jose Lozano, of F. Lozano, Son & Co., has returned to the factory after a trip through the North and West. The new factory enables them to care for their fast growing business, which has been unusually large this year.

Perfecto.

McHie-Scotten Company to Manufacture Globe Brands

In the future of the McHie-Scotten Tobacco Company, of Detroit, Mich., will manufacture the brands of the recently dissolved Globe Tobacco Company. The McHie-Scotten Company state that they will maintain the high standard of quality that was conceded to the brands when produced by the Globe Company.

A Larger Profit for You

The 15c tin—the New Leader

Harmony
A PIPE BLEND of five distinct kinds of Imported and Domestic tobacco each kind alone having a delightful aroma and natural flavor without the slightest harshness.
15¢
In the cream-colored, nut-brown tin

To Tobacco Retailers: There is an attractive *profit feature* for you in Harmony Pipe Blend not to be had in any other tobacco. Get our price list from your jobber showing our offer.

Note this Guarantee: We guarantee the sale of every ounce of Harmony and stand ready to take back any part of it and refund in cash the price paid.

Direct From Our Factory to You. Harmony will be sent fresh from our factory direct to you in drop shipments—one pound or more. You can thus assure your customers of always getting Harmony full of its original fresh flavor.

Liggett & Myers Tobacco Co.

HARMONY
A PIPE BLEND

Backed by Advertising: In addition to using the Saturday Evening Post, Harmony advertisements are appearing in all the leading magazines and weeklies having a total circulation of OVER NINE MILLIONS. It will pay you to push it *hard. Order from your jobber.*

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

WOULD BUY CIGAR FACTORY, any size (hand, mold or suction). Must be in Philadelphia. Cash transaction. Address Capital, Box 147, care of "Tobacco World."

Wanted.

WILL BUY OUT a complete factory with output up to 100,000 cigars per week. Address Box 141, "Tobacco World," giving full particulars regarding output, prices paid for work, and whether hand or suction work.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

WANTED—By live business-gettting brokers, factories in the First Districts, making goods from $16 to $28 per M. Can assure good business. Address Box 131, care of "Tobacco World."

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

Situation Wanted.

POSITION WANTED—As superintendent or foreman, hand or suction work. Understand business thoroughly. Now employed with large concern. Want change. Best references. Address Box 133, care of "Tobacco World."

For Sale.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

For Sale.

ENTIRE EQUIPMENT—GLOBE TOBACCO COMPANY.

FOR SALE—Boilers, engines, motors, shafting, belting, 200 sets scales, 150 factory trucks, licorice agitators, hot and cold water tanks, tobacco cutters, packing machinery, dryers, wringers, benches. Everything must be sold in thirty (30) days. Call or write, R. C. Silver, Globe Tobacco Company, Brush and Fort Streets, Detroit, Mich.

FOR SALE—Surplus stock of 60,000 high-class cigars for quick turn. These cigars are 4¼ inches long (standard size), genuine Sumatra wrapped, seed and Havana filled; $4 worth of high-class Havana to each thousand. Price $25 per M. net. No samples. A sample thousand will be sold at price named. All light colors. Duplicate orders will cost the jobber $30 per M. after surplus stock is sold. Twenty-five years' experience. Address, Mfg., Box 143, care of "Tobacco World."

FOR SALE OR RENT—Cigar factory building, 125 x 30 feet. Best location in Lancaster, Pa. Fine opportunity to open a branch. Correspondence confidential. Addres Box 145, care of "Tobacco World."

FOR SALE—Cigar store humidors, show cases, shoe store stand, and news rack. Cleveland Store Fixture Company, 4049 St. Clair Avenue, Cleveland, Ohio.

FOR SALE—Large quantities of labels and bands to match. Suitable for clear Havana, shade-grown, domestic, Manila and Porto Rico cigars. Prices very low. Address Box 137, care of "Tobacco World."

New Law Encourages German Tobacco Industry.

The law of July 1, 1916, increasing the domestic tax and import duty on tobacco, not only has for its object the production of a larger revenue but is also intended to act as a direct inducement to a greater tobacco cultivation in Germany. The old law of July 15, 1909, failed to provide the intended protection in sufficient measure to affect the domestic cultivation of tobacco favorably. The share of the total tobacco consumption furnished by the domestic production actually decreased from 26 per cent. in 1906-1909 to 24 per cent. in the years following. Average prices for domestic raw tobacco also failed to advance, except in 1910 when a temporary rise occurred.

The new law provides an increase in the internal tax on leaf tobacco of domestic production from 28.50 marks to 35 marks per German hundredweight ($6.15 to $7.56 per 100 pounds) and an increase in the import duty on foreign leaf tobacco from 42.50 marks to 65 marks per German hundredweight ($9.17 to $14.03 per 100 pounds), plus an ad valorem duty which is increased from 40 per cent to 65 per cent. The additional burden represents in round figures one-fourth of the former tax on domestic tobacco and three-fourths of the old tax and duty on imported tobacco. Far greater protection is thus afforded the domestic industry by the new law than was the case under the old law.

In German tobacco-growing circles it is now assumed that, in view of the present extraordinarily high prices for over-sea tobacco, the German cigar industry will be inclined to use domestic tobacco to a greatly increased extent, and that the heavier demand will necessarily cause an advance in the price of domestic tobacco. Herein lies a strong inducement for farmers to expand the cultivation of tobacco in Germany, especially as the product has proven a valuable link in crop rotation. The intent of the law in this respect will therefore probably be accomplished.—

The Turkish Tobacco Situation.

One of the close students of the Turkish tobacco market expressed himself a few days ago as believing that next Spring will commence to show the first little pinch in the American markets for consumers of Turkish tobacco.

Since the Bulgars took Cavalla little information has reached the United States concerning what disposition was made of the stocks of Turkish tobacco in that important center. It is believed, however, that in many cases the tobacco merchants' fled and left stocks and all. If the Bulgars do not destroy the tobacco they will not be in a position to send any to the United States.

As far as the present year's crop is concerned, it is believed that it must be very small and badly cared for, and this country can not rely on receiving any of it.

At the outbreak of the war nearly every manufacturer of Turkish cigarettes, was protected for two years at least.

Total Ruin of German Tobacco Industry Predicted

Total ruin of the German tobacco industry is predicted by the "Tabak Zeitung," the organ of the combined tobacco manufacturers and dealers in Germany. It points out that the sale of cigars and cigarettes, which had been diminishing steadily since the end of 1914, sank to a minimum during August, 1916. The trade organ complains that men who formerly smoked cigars costing at least three cents apiece have now descended to "weeds" sold at one cent, while the smokers of the cheaper brands of cigars and cigarettes have in many cases taken to the pipe and the commonest kind of tobacco. The journal concludes by saying that "the position is disastrous and the outlook hopeless, because the financial condition of Germany precludes the possibility of any marked improvement after the war."

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

STATEWIDE:—39,899. For all tobacco products. September 27, 1916. American Lithographic Co., New York City.

EHRHART'S SCRAP:—39,900. For scrap chewing tobacco. October 4, 1916. The Home Product Tobacco Co., Versailles, Ohio.

EHRHART'S SPECIAL:—39,901. For smoking tobacco. October 4, 1916. The Home Product Tobacco Co., Versailles, Ohio.

K. N. K.:—39,902. For cigars. October 9, 1916. Adrian Kenk, New York City.

ERNESTO GARZA Y CA. PANTELAS:—39,906. For cigars, cigarettes, cheroots and tobacco. October 13, 1916. Edward E. Welch & Co., Minneapolis, Minn.

ARKIN BROS. CO.:—39,907. For all tobacco products. October 16, 1916. Pasbach Voice Litho. Co., Inc., New York City.

TOBACCO ISLE:—39,908. For all tobacco products. October 10, 1916. The Moehle Litho. Co., Brooklyn, N. Y.

TRANSFERS

EL HUJIM:—17,206. (Tobacco World.) For cigars, cigarettes and cheroots. Registered February 12, 1909, by Wm. Steiner Sons & Co., New York City. Was transferred to American West Indies Co. Re-transferred to Cien Porciento Co. on September 13, 1916.

LA CANDIDA:—27,999. (U. S. T. J.) For cigars, cigarettes, cheroots. Registered December 11, 1903, by Wm. Steiner Sons & Co., New York City. Was transferred to American West Indies Co. Re-transferred to Cien Porciento Co. on September 13, 1916.

PUERTO CAPELLA:—31,716. (Trade Mark Record) for cigars, cigarettes, cheroots. Registered January 23, 1906, by Wm. Steiner Sons & Co., New York City. Was transferred to American West Indies Co. Re-transferred to Cien Porciento Co., New York City, on September 13, 1916.

BESTOVAL:—26,844. (Trade Mark Record.) Registered May 24, 1902, for cigars, cigarettes and tobacco, by American Lithographic Co., New York City. Transferred to Union American Cigar Co., Pittsburgh, Pa.

BESTOFALL:—26,843. (Trade Mark Record.) Registered May 24, 1902, for cigars, cigarettes and tobacco, by American Lithographic Co., New York City. Transferred to Union American Cigar Co., Pittsburgh, Pa.

THE BEST OF ALL:—2839. (U. S. Tobacco Journal.) Registered November 29, 1884, for cigars, by Witsch & Schmitt, New York City. Transferred to Union American Cigar Co., Pittsburgh, Pa., by American Lithographic Co., New York City, successors to Witsch & Schmitt.

LA MATURA:—28,675. (Trade Mark Record.) For cigars, cigarettes and tobacco. Registered June 29, 1903, by George Schlegel, New York City. Transferred to Chicago Box Co., Chicago, Ill.

Paselk & Tegge Get Marysville Factory

Paselk & Tegge, cigar manufacturers, are said to have acquired a lease on the Gray-Court Building in Marysville, O., and will open a cigar factory there. This building was used as a cigar factory some years ago. It has a freight elevator, and needs but the necessary equipment for the manufacture of cigars to enable the manufacturers to begin work at once.

A New Brand of the Congress Cigar Company.

This is one of the new registered brands placed on the market by the Congress Cigar Company, of Chicago, Ill.

Nuggets

If money is so slippery that you can hardly keep hold of it when you are watching it all the time, how can you expect to get some enormous return for money which you invest in some far-away scheme, which you will probably never see and which is absolutely beyond your control?

If you consider yourself as a worm of the dust, you must expect people to trample on you. If you make a door-mat of yourself, people are sure to wipe their feet on you.

There is no disgrace in failing, if you have done your best, and if you are still facing toward your goal. But your failure will be a disgrace if your back is turned toward your goal.

Trust your employers, and they will trust you; believe in them and they will believe in you.

Have nothing to do with people who dramatize their woes.

"Radiate a sunny self-trust, and make whatever you touch luminous."

It is grip and grit that conquer success; not alone the vigor with which one goes to work.—Exchange.

Cork Tips **Cork Bobbins**

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Especialidad Tabacos Finos de Vuelta Abajo
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Figuras 39-41, Cable "CUETARA" Havana, Cuba

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Importers of Havana and Sumatra and
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Manufacturer of Fine Havana and Domestic Cigars and Packer of Leaf Tobacco

Leading brands—"Volitta," "Quaker," "Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"

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TELEPHONE 3956 JOHN

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HAVANA, CUBA—Consulado 115

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For Genuine Sawed CIGAR BOXES, Go to Established 1880

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CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
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AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
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NEW YORK

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Formerly of
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IRREGULAR PAGINATION

HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE
179 West Washington St., Chicago, Ill.

PHILADELPHIA OFFICE
322 Chestnut Street

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1864
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Parmenter Wax-Lined Coupon Cigar Pockets

AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known

Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

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M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS
90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
FOLDING BOXES, ETC.

WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST

EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. .·. No bogus Advertising admitted.

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IRREGULAR PAGINATION INTENTIONAL 2ND EXPOSURE

WE GUARANTEE

Copenhagen Snuff

To Be

ABSOLUTELY PURE

WE guarantee Copenhagen Snuff is made from the whole leaf of Tennessee and Kentucky Tobacco.

We guarantee the sweetening and seasoning and flavors and scent, in fact everything that is added to the tobacco or put on the tobacco, is pure and may be used freely in food under the United States Pure Food Laws.

OUR OFFER

THAT every user of Copenhagen Snuff can feel entirely safe and know that he is using a pure tobacco, we offer to any man (including our own employees) Five Thousand Dollars who will show our guarantee to be incorrect, or to any man who finds in Copenhagen Snuff as manufactured and shipped by us anything used in the tobacco or on the tobacco that may not be used freely in food products under the United States Pure Food Laws.

Weyman-Bruton Company

50 Union Square
New York

J. Peterson
PRESIDENT

El Principe de Gales

OLD STANDARD

HAVANA-CIGARS

A BRAND WITH A WONDERFUL RECORD

AN UNINTERRUPTED SALE FOR MORE THAN 60 YEARS

A STANDARD OF VALUE AMONG HAVANA LINES

HAVANA AMERICAN CO.
111 FIFTH AVENUE NEW YORK

The Man Who Smokes Them Says—

"It is the BEST CIGAR VALUE IN THE WORLD at 5c."

That is the reason the

John Ruskin

Cigar is one of the World's Biggest Sellers.

John Ruskin 5¢

THEY COULD BE SMALLER-BUT NOT BETTER

John Ruskin Cigars are hand-made and the Havana tobacco used is the choicest grown. They're mild—Big and Fragrant,

Valuable Profit Sharing Voucher on the Band of Each John Ruskin Cigar.

I. LEWIS CIGAR MFG. COMPANY
NEWARK, N. J.
Largest Independent Cigar Factory in the World.

"If a man write a better book, preach a better sermon or build a better mouse trap; even though he build his house in the woods, the world will make a beaten path to his door."
—Ralph Waldo Emerson

By this doctrine have we built ***BOLD*** cigars, and the smoker has found ***BOLD*** and found it the nickel cigar

"Above All"

BOBROW BROTHERS
PHILADELPHIA

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THE TOBACCO WORLD

NOVEMBER 15th
1916

Leading Features

Tobacco Merchants' Association Opens Trade Bureau

President Hirsch in This Way Cigar Prices Must Be Increased

Recommends an Annual Inventory Issued and Government Enforced

A Satisfactory Cigar Dealer

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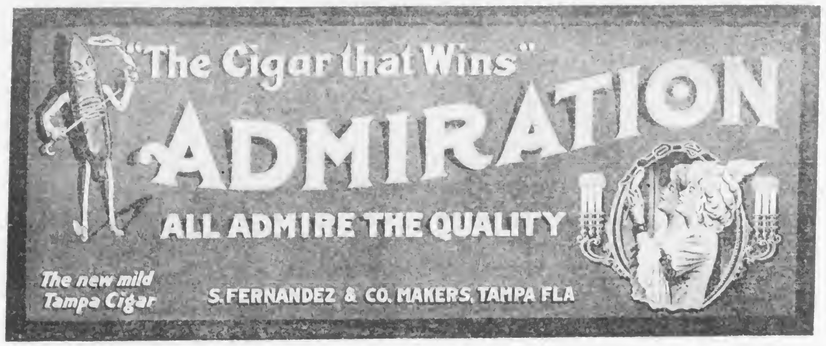


F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

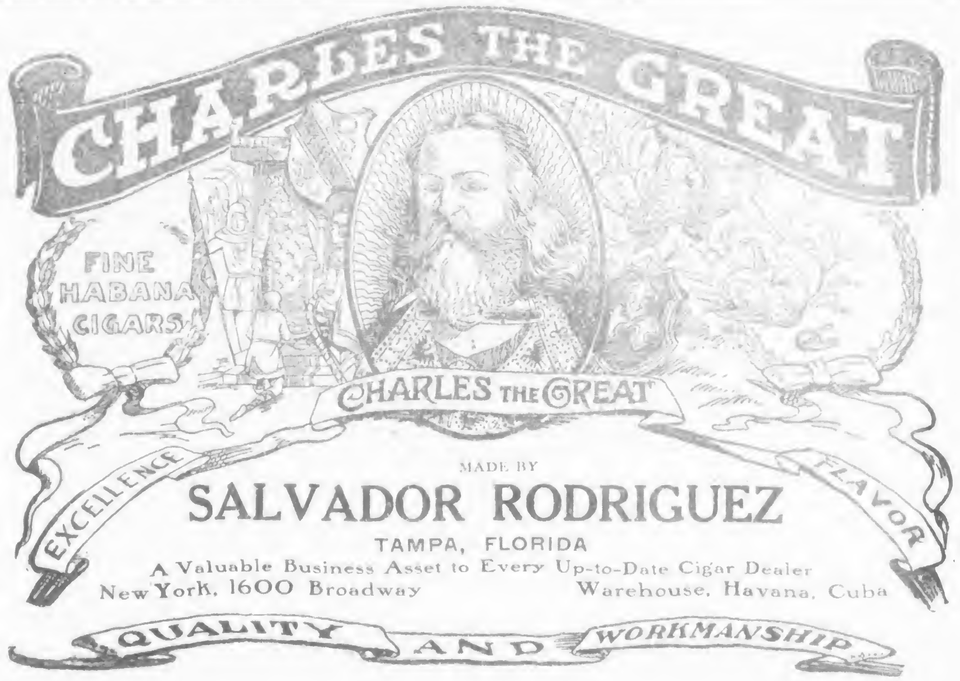
Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY: TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

TRADE MARK



MADE BY

SALVADOR RODRIGUEZ

TAMPA, FLORIDA

A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba

Londres Grandes

The Juan P. Portuondo

CIGAR MFG. CO.

PHILADELPHIA

De Luxe Segars

THE CALIDAD SIZE RETAILS FOR A DIME

Wonderful Value

CLEAR HABANA—FULLY MATURED

MADE BY

JOHN W. MERRIAM & CO.

101 Spring Street, New York

[MERRIAM CIGARS INC., SUCCESSOR]

For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Company

LIMA, O.

The Big Four

Made by the Makers of

The Wellington

THE UNIVERSAL PIPE

BRIGHTON, to retail at	$ .35 and up
WINDSOR, to retail at	.50 " "
STRATFORD, to retail at	.75 " "
W. D. C. HAND-MADE, to retail at	1.00 " "

Each comes in 24 standard shapes—a shape for every customer. Here's a full line of Genuine French Briar Pipes with Rubber Bits that you can carry in a relatively small stock—*quality* Pipes—W.D.C. Pipes. And they are being heavily advertised in the big national publications.

Write us for details—right now

WM. DEMUTH & CO., New York

W D C TRADE MARK

F. C. LOZANO J. M. LOZANO

TRADE MARK
Reg. U. S. Pat. Office

F. LOZANO, SON & CO.

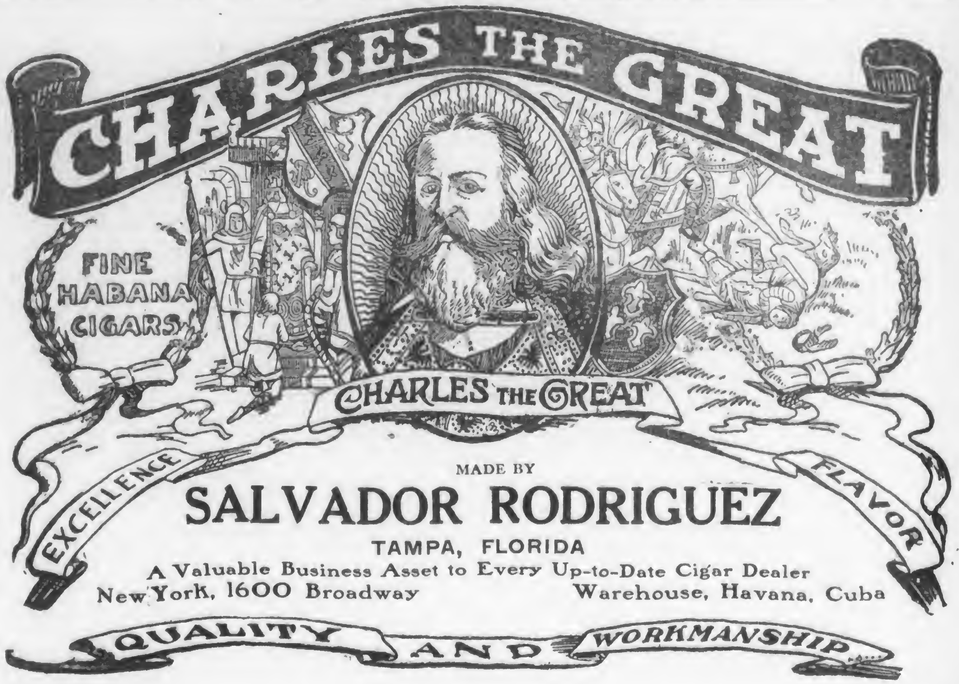
U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue



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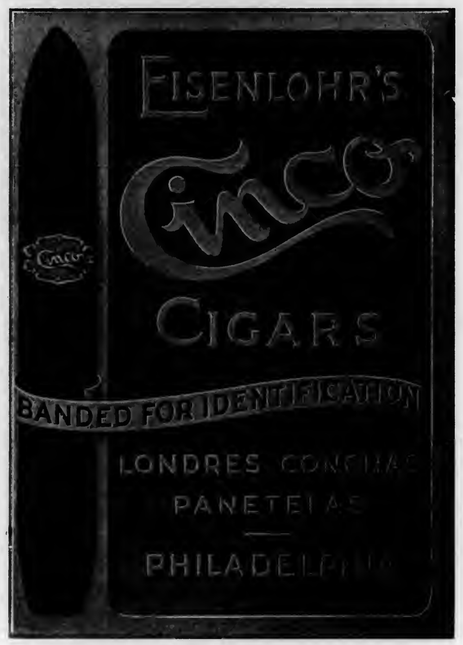
Write us for details—right now

WM. DEMUTH & CO., New York

W D C

TRADE MARK

INTENTIONAL 2ND EXPOSURE



Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street - New York

Board of Trade Bldg., Montreal, Canada

SOL HABANA

Behrens & Co.

Havana, Cuba

Estrella No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

P. LORILLARD CO. ESTABLISHED 1760

STAG

EVER-LASTING-LY GOOD

We've put over some big things in 156 years of leadership.

STAG is the biggest thing we ever put out in the tobacco line.

—**Biggest in goodness!**

—**Biggest in quality!**

—**Biggest in value!**

It pays to recommend STAG!

STAG BACKS YOU UP!

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.

General Offices. PITTSBURGH, PA.

YEARS OF EXPERIENCE HAVE MADE

PUNCH

A Cigar with Hardly a Rival

MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba

AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

Free! **SAMPLES** Free!

Ask and You Will Receive

....FIFTH AVENUE....

A Union Made Cigarette of Quality

10c FOR PACKAGE of 10

Mouthpiece, Cork or Plain Tip

I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.

LIVE DISTRIBUTORS WANTED

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY

LA FLOR DE R. A. BACHIA Y CA. TRADE MARK HABANA

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK

FACTORY TAMPA FLORIDA

WAREHOUSE LEALTAD 129 HAVANA

Graham Courtney

"MILD HAVANA BLEND"

They Lead the Leaders

26 SIZES

Acker, Merrall & Condit Company

135 West 42nd Street, New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.

RICHMOND, VA.

'Twas-the-nightefore-Christmas

and all through th
dealers were bewai[illegible]eir shortsightedness
which left them u[illegible]o supply the demand
for Tuxedo Christ[illegible]s.

That was last Christmas!
Don't let it happen this year.

MAKE SURE right now that *this* Holiday Season you're going to have a big, plentiful stock of Tuxedo Christmas Jars on hand to supply every single call you get.

Order from your jobber *today*—and order *enough* to last till closing time Christmas Eve.

And remember—the demand for Tuxedo Jars this Christmas will be *double* that of last year.

Because the Tuxedo Holiday Packing is the most beautifully decorated and most attractive ever handled by the trade and supplied to the public.

A word to wise dealers—"Prepare!"

THE AMERICAN
TOBACCO COMPANY

TIGHT BINDING TEXT CUT OFF

MANILA CIGARS

As Mild and as Cool

as a breeze from the sea—Manila Cigars burn perfectly—They are all hand made, Spanish method—They have body and character—A high standard of quality is rigidly maintained under Government supervision and inspection.

Look for the Government Guarantee Stamp on Every Box

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla.

SANCHEZ Y HAYA

Factory No 1

Tampa. Fla.

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each. Package and goods show quality and class in every detail.

"La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

SANCHEZ Y HAYA, Tampa, Florida

The Real Independent Factory in Havana

"PARTAGAS"

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

CIFUENTES, PEGO Y CA.,
172 Industria :: Havana, Cuba

ROBERT E. LANE

General Representative for United States and Canada

115 Broadway New York

"44 Cigar Co." Philadelphia

BAYUK BROTHERS

FIVE CENT CIGAR

PHILADELPHIA

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

E. H. GATO CIGAR COMPANY

FOR FORTY YEARS THE STANDARD

By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.

New York Office: 203 W. Broadway

T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

DIAMOND JOE CIGAR FACTORY
TRADE MARK
ESTABLISHED 1850

Charles Denby

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE

H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

The American Tobacco Company

SPECIAL CHRISTMAS CIGARETTE PACKINGS

MAKE ready now for the holiday trade that is just ahead of you. Reports from all sides from all parts of the country, point to the biggest Christmas buying that merchants in practically every line have experienced for years—

Make this a "Cigarette Christmas" and so draw to yourself a sales and profit total for December greater than you have ever known before—

These special packings of PALL MALL, OMAR, LORD SALISBURY and EGYPTIENNE STRAIGHTS Cigarettes are beautiful. We feel very proud of them.

The smoker was never offered a finer, or more attractive group from which to make his Christmas selections.

They're going to be sellers, because nothing so attractive in cigarettes—in well-advertised, well-known brands—has been prepared for the Christmas trade in cigarette history.

Order from your jobber immediately, not tomorrow, do it now.

1—The Beautiful Embossed Metal Humidor in imitation bronze contains 100 *Egyptienne Straights* cigarettes: 100 are packed in an attractive, highly coated cardboard container, and 10 cigarettes are packed in the regular *Egyptienne Straights* 10's packings.

2—The Omar Christmas Packing is a beautiful colored coated cardboard package containing 100 cigarettes. The little touch of holly and the red silk ribbon wrapping, make up into one of the most effective Christmas combinations imaginable.

3—Lord Salisbury Christmas Packing The round, highly coated cardboard packing, containing 100 Lord Salisbury cigarettes with its decorative and ornamental silk ribbon wrapping is going to be a big winner among cigarette smokers for gifts this coming season.

4—The Pall Mall Library Packing contains 100 cigarettes—either plain or cork tips. The packing is identical with that of the Magnum packing shown below.

5—The Pall Mall Magnum contains 100 plain and 100 cork tipped. The package is made up in the usual *Pall Mall* red and gold, and otherwise decorated in a way which makes it the most beautiful cigarette package ever offered to the trade. It is all ready for instant delivery as a gift, to which the giver merely has to attach his name, with attractive Christmas card attached. What could give more pleasure in the giving or be a greater joy to receive.

These beautiful packings will sell on sight, because they answer that question as to what-to-give that friend.

There is no extra charge for these packings.

GUARANTEED BY

The American Tobacco Co

Mr. Cigar Manufacturer

This is the psychological moment for you to begin to use domestic wrappers. The condition of the imported wrapper market is dangerous. If you don't look out you will work another year for nothing, or at a loss. Use Florida, Georgia and Connecticut Shadegrown.

We have some fancy, light, fine quality

GEORGIA and FLORIDA Wrappers

that burn and taste as good as any imported wrapper. They will make money for you on every cigar that you sell.
The only way that will enable you to make money, is to please your customers. Which would you rather be, prejudiced or prosperous? It's up to you.

AMERICAN SUMATRA TOBACCO COMPANY
ALWAYS SELLS THE CHOICEST

TOBACCO

142 Water Street, - New York.

Progress Demands
Improved Containers

So cans are rapidly taking the place of wooden boxes for packing cigars, stogies, smoking and chewing tobacco.

Scores of progressive manufacturers now realize the decided advantage in using cans as containers for their products. Most of them specify

HEEKIN CANS

because they are recognized as quality containers. They're dust-proof, sturdily built and handsomely lithographed in colors. Any design or trade-mark reproduced on them.

Your name and address on a postal brings samples. Write today.

THE HEEKIN CAN CO.

Culvert Street, CINCINNATI, O.

"Heekin Can Since 1901"

Remarkable Leaders
among
CLEAR HAVANA BRANDS

These are cigars Made—In—Bond and smoked from Coast—to—Coast, enjoying an enviable reputation among dealers for "Repeat" calls.

You should stock at least one of these brands:

"El Briche"
"Hoyo de Cuba"
"Flor de San Martin & Leon"

Jobbers and Dealers have not been slow to appreciate the value of Clear Havana brands that duplicate, as is testified by the steadily increasing sales.

San Martin & Leon cigars are favorites with the consumer. Do not lose trade and profits by failing to have these goods in stock.

San Martin & Leon
Tampa, Florida
Member, Tobacco Merchants' Association

H. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL
S. Loewenthal & Sons
Importers of Havana and Packers of Leaf Tobacco
123 MAIDEN LANE, NEW YORK

QUALITY MANILAS
"MAGALLANES"
SIDNEY J. FREEMAN, Sole Agent in U. S. A.
123 Liberty Street New York City

Going big—bigger—biggest! Not simply here and there but everywhere. What? FRAT.

10c quality—10c quantity—retails in the Patterson duo-paper package at

5c

Would cost double in tins.
Most jobbers are supplied.

Patterson Bros. Tobacco Co. Inc.
Original Pattersons of Richmond, Va.

M. MELACHRINO & CO., Inc.
EGYPTIAN CIGARETTES
You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

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AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVI. PHILADELPHIA AND NEW YORK, NOVEMBER 15, 1916. No. 22.

T. M. A TRAFFIC BUREAU OPENED ON ORGANIZATION'S ANNIVERSARY

W. J. Swift, of P. Lorillard Company, to Head Department —Bureau to Help Members With Traffic Details— Will Work to Lessen Trade Restrictions in Regard to Shipping

ON November 15th the Traffic Bureau of the Tobacco Merchants' Association, will be opened and in full operation, in pursuance of the resolution adopted at the last Convention of the Association, upon the recommendation of President Wertheim, who, in the course of his address said:

"An Association of this magnitude, I submit, should maintain a Traffic Department for the benefit of its members who may not have such departments of their own. Our traffic manager should be an expert and ready to serve our members whenever required. He should exert constant vigilance over the carriers and see to it that our industry shall receive every privilege and every advantage to which it is entitled. I strongly recommend that such department be established."

The Traffic Bureau will be under the management of Mr. Walter J. Swift, who is thoroughly familiar with transportation matters, having been connected with the Traffic Department of P. Lorillard Company for a number of years.

With him will be associated Mr. Howard L. M. Jones, whose traffic knowledge was secured through actual work while in the service of railroad companies.

The Association has, in the past, supplied information to the trade in regard to transportation problems, but the growth of this branch of its work has been so great, its service so popular, that it has been found necessary to perfect a definite organization for this purpose in line with the president's recommendation.

Secretary Dushkind, in making this announcement, says emphatically that this Traffic Bureau will undoubtedly develop into the most important department of the Association, owing, not alone to the incalculable good that it may bring about for the tobacco industry in general, but, more particularly to the special service that it may render to the members of the Association individually.

"The Traffic Bureau," said Mr. Dushkind, "will, of course, give the same close and careful attention to the needs and rights of the industry in general as is given by the other departments of the Association, but the nature of its work will obviously throw it into closer contact with the individual member and the majority of its efforts will have a touch of intimacy which will raise it to the highest importance.

"The daily, routine affairs of classification, methods of packing, rates and routes are often, in themselves, a burden to the man who has not at hand a full set of railway tariffs or adequate guides and who has not the technical knowledge to dig out the desired information. The Traffic Bureau of the Tobacco Merchants' Association will supply the deficiency and will cheerfully supply its members with reliable information and expert advice.

"The collecting of freight claims is indeed a very troublesome and sometimes vexatious problem.

"Do the facts establish a valid claim?

(*Continued on Page 18*)

PRESSING PROBLEMS OF INDUSTRY MAKE PRICE ADVANCE INEVITABLE

Statement by President of Cigar Manufacturers' Association —Heavy Demand for Raw Leaf and 1915 Shortage Boosts Market—Everything Higher for Cigar Manufacturers

THE prices of raw materials rise and fall with crop shortage and crop over-production. A surplus of raw materials means lower prices—a shortage means higher prices. Labor shortage and surplus also have an influence.

In making clear the application of these principles to the cigar industry, Fred Hirschhorn, President of The Cigar Manufacturers' Association of America, summed up the difficulties which now beset cigar production in this country. His statements reveal the facts which are responsible for the advance in prices which has already been quite generally made to the retail trade, and in some cases to the consumer.

The demand for raw material, that is, tobacco leaf, is greatly in excess of the supply today.

Mr. Hirschhorn explained that according to the best information available this is the third year in which Germany and Austria have not planted tobacco for their own consumption. It is a fact that Germany, in particular, has very busily purchased tobacco leaf in this country, taking all the surplus leaf in the market. She has also bought heavily in all other countries which produce tobacco leaf. The world's tobacco market today, including, of course, that of the United States, is on a hand-to-mouth basis, there being buyers for every bale of leaf produced by the growers. This is one cause for the reduced supply of tobacco leaf and the increased demand, meaning, of course, higher prices.

Another still more important condition has existed. The 1915 crop of tobacco was one-third below normal in volume. This is the tobacco, a large portion of which is being turned into cigars and other forms of smoking this year.

The net result of this contraction of supply of raw material has caused the cigar manufacturers to pay this year 50 per cent. to 60 per cent. higher prices for their tobacco leaf than in normal times. Also Cuban tobaccos are being sold at sharp advances, prices being at least one-third higher than normal.

The best judges of the future trend of the tobacco leaf market say that a return to normal prices for tobacco leaf is not likely for at least three years. It is hoped that by that time the war will be over, and normal production of tobacco leaf will be restored in all tobacco-growing countries.

The labor difficulty in the cigar industry is briefly this: Many vast American industries are now getting greatly enhanced prices for their products because of the war and the demands of the Allies. In these industries the scale of wages has been raised so high as to attract large numbers of workers from their industries, in which the wage scale is necessarily lower. The cigar industry has been one of the worst sufferers in this respect. Many cigarmakers have gone to other trades.

(*Continued on Page 18*)

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J. LAWTON KENDRICK ..... Managing Editor
HOBART BISHOP HANKINS ..... Advertising Manager

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Dealers in cigars should be quite prepared to pay an appreciable advance all along the line within the near future. The recent action of Eisenlohr & Brothers in advancing the price on "Cincos," coming from such a careful and conservative house, had peculiar significance, especially as far as the domestic five-cent field is concerned. It simply meant that the time has come when manufacturers must take measures to protect themselves against the abnormal advances in all sorts of raw materials.

Cigars Must Go Up

Strange as it may seem, the great tobacco industry has never in a strict sense been governed by the same economic laws which apply to other American industries. Classified as it is as an industry producing a luxury, cigars and tobacco have always borne an exceedingly heavy burden of taxation at the hands of the Government, which burden is ever increased and never lessened, and yet there has always been a sub-conscious thought in the industry that no matter what the stress, the manufacturer dare not meet his increased cost by advancing the price of his finished product. But this bugaboo has been laid by the heels, and necessarily so.

It is almost needless to recount the tremendous advances in the cost of every article entering into the manufacture of cigars, of whatever quality. Primarily, the shortage of labor in the United States and the heavily increased scale of wage in every department has been acutely felt by cigar manufacturers in all sections. This, of course, has been reflected in the cost of growing and marketing the tobacco leaf in the United States, as well as in Cuba, where extraordinary conditions prevail, to which we have already called attention.

Cigar boxes, tin boxes and wood boxes have increased in cost, all sorts of labels, paper and printing materials are up, in some cases over 100 per cent., and the manufacturer must get more for his cigars or go out of business. The myth of enormous margin of profits in cigar manufacture has long been exploded, and the industry is entitled to receive more money for its products from the consumer.

Get your customers in training for an advance, for it is sure coming on all brands.

❧ ❧

As a result of the price increase on nickel brands some misguided retailers have refused to handle certain well-known and widely advertised cigars. They have argued that a man wants a six-for-a-quarter cigar and he don't care what label it is sold under. Cigars that sell for five cents straight are not wanted.

One Viewpoint

We venture to predict right here that if the war continues there will be still further increases coming. In fact, one well-known jobber stated that he would not be surprised to see certain five-cent brands selling at $10 a thousand. He based his prediction on the fact that old prices could not be maintained without a change in the quality of the cigar.

Apropos of the retailers who have dropped certain brands from their stock, we know a man who has no personal interest in any of the brands affected, but who never loses an opportunity to point out to the retailers who are doing this thing that they have the wrong perspective.

This particular man says that by raising the price the manufacturers have done the retailer a lot of good. In the first place price-cutters will not be able to sell these five-cent brands at six, seven and even eight for a quarter. The public has been advised that the price is five cents straight, and they expect to pay it. The new wholesale prices do not permit price-cutters to do business on the old basis, except at a loss—and they are not looking for losses.

This, says our friend, offers a big opportunity for the retailer who holds up prices. Now is his chance to put these brands in front and push them. Thereby he gets larger profits and at the same time new customers. He gets new customers, because these brands can no longer be secured at cut prices and, therefore, it matters not at all where the smoker buys, the price is the same. If the customer has been buying from a price-cutter and he comes into a store and sees his favorite in front, he is very apt to take one or more cigars and pay the straight price, because there is no longer an advantage in buying at one particular place.

How true this argument is we don't know. It sounds all right. We do know that the best goods generally command the highest prices, and we believe that it also holds true in the cigar field. Here is an opportunity for the live retailer to put his higher priced nickel goods out in front and boost their sales on a quality basis. In addition, on the new basis, his profits are increased from twenty-five to fifty per cent.

The man who presented this argument convinced more than a dozen retailers, who had discontinued certain brands, that they had made a false move, and as a result they reinstated the cigars.

Uncle Sam Wants a $5000 Tobacco Expert for $1200

The United States Civil Service Commission announces for December 6 at the New York Custom House an examination for assistant in tobacco investigations, for men only, to fill two vacancies, at salaries from $840 to $1200 a year in the Bureau of Plant Industry, Department of Agriculture. The headquarters of one position will be in North Carolina, and the appointee will carry on this work in that State, and the other will have headquarters in Washington, D. C., and will conduct his experiments in Virginia and the District of Columbia. The duties will be to conduct experiments in improved methods of tobacco breeding, tobacco culture, fertilizer tests, and crop-rotation tests. For this work it is essential that the appointees must have had expert training in tobacco work. Competitors will be examined in practical questions in tobacco culture, general education and training, with special reference to agriculture, experience in growing, curing, and handling tobacco. At least one year's experience in growing, curing, and handling tobacco is a prerequisite. Applicants must have reached their twentieth but not their forty-fifth birthday on the date of examination. Further information may be obtained from the Commission, Washington, D. C.

Any man with the qualifications described above who is willing to work for the salary named must, in our opinion, be sadly deficient in some direction. It seems a crying shame that an industry which turns in the millions which the tobacco industry does should be left to the care of men who are rated as worth only $100 per month by the United States Government.

Trifles Sometimes Lose Customers

I once lost an old and valued customer in a peculiar way—a customer whom I had grown to look upon almost as a personal friend. Not only did he withhold his patronage, but on one or two occasions he gave me the cut. Naturally his actions were, to say the least of it, very disquieting; the more so as I could recall no occasion upon which we had differed in any way. Determined to find the solution, I took into my confidence another old and respected customer, who was on exceptionally good terms with the individual in question, and begged him to use what diplomatic powers he possessed towards getting at the root of the trouble. This he did, and the answer was brought to me that upon a recent occasion the aggrieved one had heard, through a third person, that I had—inadvertently and wholly unintentionally—spoken a trifle disparagingly of this individual's—don't laugh—sweet peas, the growing of which was to him more of an obsession than a hobby.

I daresay you will smile at such a display of childishness, but believe me, it is perfectly true, and goes to show not only how careful one needs to be, both in word and deed, when discussing another person's affairs but upon how slender a thread hangs a customer's patronage.—"Optimist" in The Tobacco Trade Review.

A SUCCESSFUL CIGAR DEALER

W. H. Bailey Does Big Business With Manila Brands—His Trade Shows Steady Growth

PHILADELPHIA and surrounding territory consumes a larger quantity of Manila cigars than one would think. In fact, many would say that the business amounted to very little. For definite information on the subject see "Billy" Bailey at Second and Arch Streets. This unpretentious store does the largest business in Philadelphia on Manila goods of the better class—the only kind that the authorities want shipped to this country. Besides a very satisfactory retail business Mr. Bailey also acts as a broker and jobber. His average stock of Manilas runs between 200,000 and 300,000. Just at this time stocks are low, and Mr. Bailey is taking orders now for February delivery.

Mr. Bailey also carries stocks of seed, seed and Havana, and clear Havana goods. He also carries a good line of smoking and chewing tobaccos, and cigarettes.

One of the biggest sellers of his Manila line is the "Puntacima" brand. This is obtained through Sidney J. Freeman, United States representative of the La Flor de Intal factories. A number of brands of other Manila manufacturers are also enjoying a heavy demand.

Apropos of his Manila business Mr. Bailey said that he absolutely refused to handle poor goods. He stated that every Manila cigar sold by him was guaranteed to the retailer and the consumer, and that he stood back of that guarantee whether there was a claim for one cigar or a case of them. He added that he attributed his success in business to the fact that he made every effort to handle only established lines of good quality. Knowing the character of the goods and the reputation of the manufacturers, he says he has no hesitancy in guaranteeing his cigars. If by any chance he should be called upon to make good on a lot, the manufacturers are just as anxious to "make good" as he is.

The business of this store on Manilas, says Mr. Bailey, has doubled and almost tripled in some instances during the past year. He attributes this to the fact that the Manila manufacturers have had an awakening and are sending to this country only the better qualities of cigars. He has made it a point to handle only the best of the Manila brands, and so his customers are able to overcome the prejudices of the smokers, who for a number of years have viewed any cigar with a Manila label on the box with a suspicious eye. Mr. Bailey says that if the manufacturers in Manila will maintain the high standard that they have started with it will not be long before they will find their business going ahead by leaps and bounds.

Mr. Bailey has been in the tobacco business for more than thirty years. He is thoroughly acquainted with the cigar business from the raw leaf to the manufactured product. He has maintained an establishment at Second and Arch for about seven years. During that time he has risen rapidly in the esteem of the trade and today he enjoys an enviable reputation because of his many sterling qualities.

New Wholesale Cigar House in Wichita

A new wholesale cigar house has been opened in Wichita, Kan., by Lewis B. Solomon. It is located at 110 South Emporia Avenue. Mr. Solomon has been in the cigar business for twenty-five years. He recently gave up travelling on account of his health.

IRREGULAR PAGINATION

Tampa

New Cigar Firm in Old Boltz, Clymer & Company Building —San Martin & Leon Get Export Business—All Factories Working to Capacity—October Record Month for Revenue Receipts

Tampa, Nov. 6, 1916.

G. W. MORRS COMPANY opens for business today in the old factory formerly occupied by Boltz, Clymer & Company, on Cleveland Street, in West Tampa. It is one of the oldest business buildings in that section. The members of the new firm are G. W. Morrs and Julius Diaz. The firm will manufacture cigars. About 100 hands will be employed.

The trade papers that have been urging our factories here to get after some of the export trade will be glad to learn that an order for 10,000 cigars has been received by San Martin & Leon from a large jobber in Buenos Aires. This company has been endeavoring for several months to secure some orders in the South American markets. The efforts are now bearing fruit. Jorge Leon, president of the company, says that this order is only a starter, and that many more will follow. San Martin & Leon manufacture only clear Havana goods, and operate in bond. When these goods are exported, the import duties on the raw tobacco are refunded. This act of the Government places those manufacturing in bond in a very favorable position as regards competition from Cuba.

Salvador Sanchez y Ca. are experiencing a heavy demand for their "Dulce" brand. Jerry Windmuller says that the reason is the quality and character of their cigars.

There is a great shortage of cigarmakers, and the factories are working to capacity. Many orders for the holidays will be partly filled instead of wholly, due to this situation.

Among the firms who are working for the interests of their customers is Arguelles, Lopez & Brother, who are working their men overtime in an effort to catch up with orders. It seems as if no more cigarmakers are available.

The "Charles The Great" factory is moving toward a record year. Orders are continually piling up, and Salvador Rodriguez says that he has been compelled to delay some shipments. For that matter, the number of factories shipping orders out promptly are growing fewer each day.

Luis Guerra, of V. Guerra, Diaz & Company, is covering the South for the factory. He expects to get home prior to December 1. Harry Culbreath is en route to Denver and Salt Lake City. He hopes to get to Tampa for the holidays. Here is another factory working to capacity and with overtime.

F. Lozano, Son Company have enough orders on hand to keep them busy the rest of the year. As a consequence, some of the road men are taking a rest. J. M. Lozano is at the factory and will not go on the road again until after the holidays. F. C. Lozano is also at the factory substituting as factory manager for Mr. Foley, who is taking a vacation in New York City.

Internal Revenue receipts for the month of October were of a record-breaking character. The total amount was $109,965.12. The best previous month was November, 1915, when $108,614 was collected. October 31, 1916, was a record day for the sale of revenue stamps, the local office receiving $15,799.71.

Perfecto.

Gustav F. Aue, a member of the firm of C. F. Aue & Son, cigar manufacturers, of Bloomfield, N. J., died November 11th at his home there, in his seventy-sixth year.

Cincinnati

Shortage of Cigars for Holidays—One-Fortieth Packings Few—Manila Cigars Increasing in Popularity—Mecca Cafe not Likely to Pay Anything

Cincinnati, Nov. 10, 1916.

THE serious conditions which exist in the cigar and stogie industries are reflected in an announcement just issued by the J. B. Moos Company, to the effect that owing to the constantly changing conditions prices are subject to change without notice. The announcement adds, "All orders are shipped with the distinct understanding that they will be billed at prices ruling on day of shipment." There are very few in the trade who do not expect to see still higher prices as to cigars and other tobacco products. Many jobbers predict the odd-cent cigar as a general thing if the war continues.

Apropos of the holiday business, the first thing is that there will undoubtedly be a shortage here on a number of popular brands which are far behind in shipments to local jobbers. Indications are that the manufacturers will not be able to catch up in the few intervening weeks. Another disappointment to the dealers is that where the manufacturers heretofore have allowed a certain number of one-fortieth packings in proportion to the retailer's purchases, they are now notified by some that this practice is discontinued. Some offer to supply the one-fortieth packings, but at an advance of $2 a thousand over the present price for one-twentieths.

Meyer Schwed, of E. Regensburg & Sons, stopped off here last week on a hurry-up visit to the trade.

Max Straus, who travels for Straus Brothers & Company, is on a final trip of the year over Kentucky territory. Belated holiday orders are being handed him in growing numbers, but how many of them will be filled in full is not answerable at this writing.

Manila cigars are growing in favor in Cincinnati, as is indicated by the frequency of shipments arriving in the city. Among the latest to arrive was a large order for J. S. Hill & Company. They are of the two-for-five-cents class.

The saddest sight about town on Thursday was a number of red-hot Republicans who had collected their bets on Election Day. Tuesday night it looked like a landslide, and some of the Democratic sports allowed their stakeholders to pay the bets at midnight. This was done, and a "good time was had by all." The apparent Democratic victory means that the bets will have to be paid over again.

There were many visitors in town on election night, and the cigar stores did a wonderful business. Most of the stores had their full force of clerks on until closing hour. While the campaign was a quiet one, there was plenty of interest shown in the returns.

The Deisel-Wemmer Company have used local newspaper space to advise the public that hereafter "San Felice" cigars will be sold at five cents straight, and not six-for-a-quarter.

Receiver Shannon of the Mecca Cafe intimates that the liabilities of the concern, amounting to $18,493, will probably have to be charged off by the creditors to "profit and loss," as there will be no dividends paid at all. Some local jobbers are among those who will help hold the bag.

Tobacco Left on Rotterdam Piers

According to a dispatch received by "Commerce Reports," the warehouses of Rotterdam are full and overflowing. Cargoes of tobacco have to be discharged on the piers and left there, as it is impossible to obtain sufficient coverings.

Yahn & McDonnell Sell Two Stores

ONE of the big surprises in the trade last week was the sale by Yahn & McDonnell of the stores located at Juniper and Market Streets and at Delaware Avenue and Market Street to the United Cigar Stores Company. Upon the completion of the sale the transfers were immediately made and "United" men took charge.

The store at Juniper and Market Streets was said to command the highest rental per square foot in the city, $11,000 a year is said to have been paid for the space about 15x30 feet. It is understood that both leases had several years to run.

E. J. Smith, of the Delaware Avenue and Market Street store, has been transferred to the Widener Building store of Yahn & McDonnell. For eleven years he was with A. Runge at the former location, and when the business was purchased about two and a half years ago he joined the forces of his present employer.

Godfrey Mahn Withdraws from New York Firms

Godfrey Mahn announces that on November 1, 1916, he severed his connections with the Barkmahn Company, Limited, of New York, in which he was a director, and from the New York business operated under the name of Godfrey S. Mahn. He states that he will confine his efforts to his Philadelphia stores and his factory. He is featuring in his Chestnut street stores the "El Delicardo" brand. This is a cigar with a Vuelta filler and a fine Connecticut shade-grown wrapper.

Court Ratifies Sale of Terry & Duncan Stores

The sale of the bankrupt business of Terry & Duncan, operating cigar stores at Tenth and Chestnut Streets and 111 South Broad Street, and having the cigar privileges at Willow Grove Casino, has been confirmed by the court, and it is understood that a company known as Leach & Company will be formed to operate them.

H. H. Leach will be the active head of the firm and will have connected with him D. H. Moulsdale, who made the purchase of the stores. Mr. Leach has been connected with Seidenberg & Company, in Baltimore, and was formerly with Lilly, Dungan & Company. The Tenth and Chestnut Streets store will be headquarters for the nrm, and will be renovated and remodeled both inside and out.

Sidney J. Freeman, representing the Flor de Intal factory in the United States, was a recent visitor. He booked some good orders on the factory's brands.

Stogies Hard to Get

RUMORS from stogie centers to the effect that in addition to an advance in price, there would be a reduction in length are credited among the trade in this city, although no shipments have come through, nor have notifications been received as to reducing the length. Prices have advanced. Certain well-known brands have advanced on "two-fers" to three for a dime, while the three-for-a-nickel becomes a "two-fer."

Charles A. Krull, 1226 Arch Street, who does a large jobbing business in cigars, stogies and tobacco products, states that stogies have advanced from $1 to $2 a thousand, and that this has compelled the retail trade to advance their prices. In addition, Mr. Krull called attention to the fact that despite the high prices, stogies are growing scarce, and a jobber who is able to get all he wants is fortunate indeed. This would indicate that the retail trade will be short on stogies before long.

Mitchell, Fletcher & Company, handling the "Phoebus" brand of stogies, report an advance, but say that this has not as yet been passed along to the retail trade. Should another advance be made, the price will be immediately increased to both the wholesale and retail trade, and in turn to the consumer.

"High Life" New Shade-Grown Brand on Acker Stands

"High Life" is a new shade-grown wrapped clear Havana-filler cigar that has recently been added to the cigar stands of Finley Acker & Company. The brand is carried in seven sizes, and retails for ten and fifteen cents each.

Sanchez y Haya goods are receiving the attention of D. Harry Moulsdale, who is making his last round-up of holiday orders.

Warner Searle, of the Portuondo Company, is covering his entire territory on a final trip for the year. He is sending in many late holiday orders.

Duncan & Moorhead, 722 Chestnut Street, are featuring "Roderick The Great" cigar in Corona, Blunt and Perfecto Extra shapes. This brand is a Havana-filler with a Connecticut shade-grown wrapper.

A band of twenty-five pieces and the entire city battery of delivery cars of Bobrow Brothers were a feature of the recent parade of the Tioga Business Men's parade, and served to demonstrate the slogan that "Bold" is "Above All."

PRESSING PROBLEMS OF INDUSTRY MAKE PRICE ADVANCE INEVITABLE

(*Continued from Page 13*)

"Is the proper evidence in hand?

"By whom and how shall claim be presented to the transportation company?

"The Tobacco Merchants' Association Traffic Bureau will not only answer the questions, but, if desired, will take the claim in hand, see that it is properly filed, followed up, and satisfactorily adjusted.

"In the same way, questions regarding both the physical handling of freight and the abstract problems arising therefrom are included within the scope of the Traffic Bureau.

"Advantage will be taken of every opportunity to further the interests of the tobacco industry in connection with the transportation of their commodity; to lessen, to as great a degree as possible, the innumerable restrictions under which the trade at present labors, and to secure to it every privilege, every advantage, which the industry may properly claim.

"The benefits of the Traffic Bureau to the tobacco trade will be readily recognized and it is hoped that the use of its services to facilitate the shipment of tobacco and tobacco products will become universal, with a resulting reduction in the perplexities which must be expected to be of constant occurrence in an industry which pays an annual freight bill of approximately $10,000,000."

Nine Months' Exports of Manila Cigars

Herewith is a comparative statement, showing by months the number of cigars and cigarettes exported to the United States during the first nine months of 1915 and 1916:

Cigars.

Month.	1915.	1916.
January	4,219,398	4,506,224
February	9,120,487	9,857,689
March	7,094,886	5,619,246
April	3,800,928	7,369,630
May	3,698,659	7,581,073
June	3,454,529	7,958,154
July	5,702,993	12,485,366
August	5,330,424	10,181,510
September	6,257,460	13,051,677
Total	48,679,764	78,610,569
Increase		29,930,805

Cigarettes.

Month.	1915.	1916.
January	120,000	255,000
February	605,250	987,750
March	615,200	340,000
April	361,650	716,250
May	466,800	500,250
June	502,500	50,000
July	329,500	925,000
August	985,500	330,250
September	545,000	435,000
Total	4,531,400	4,539,500
Increase		8,100

Three Thousand Hogsheads of Tobacco Burn

Fire in a warehouse of the American Tobacco Company at Richmond, Va., recently destroyed 3000 hogsheads of tobacco valued at $330,000. Only slight damage was done to the building. The origin of the fire is unknown.

T. M. A. TRAFFIC BUREAU OPENED ON ORGANIZATION'S ANNIVERSARY

(*Continued from Page 13*)

Mr. Hirschhorn stated that the wage scale now being paid is the highest in the history of the industry.

The cigar industry, like every other, has had to suffer from advanced prices in all forms of minor materials, which, in the aggregate, seriously increase the expense of manufacture. Cigar boxes and tin cans, as instances, have made a big advance. Paper used in lining the cigar boxes and in packing, also labels, cost much more. Day labor, coal, wood and other items that enter into a factory's expense are all much higher.

Thus one difficulty after another has confronted the cigar manufacturers of the country, until they have been compelled to take the same action as all other industries similarly affected; namely, advance their prices so as to cover a portion of the greatly increased cost of production.

The advances which have been made in the prices of cigars to the retailer and consumer have been relatively slight as compared with advances that have been made in the cost of foods, metal products, shoes and other articles of daily use and consumption.

That these advances have not already been greater is due to two causes: First, the utmost economies are being observed throughout the cigar industry; second, the cigar industry is sharing increased costs with the trade and public by operating on a profit basis much below normal.

Mr. Hirschhorn, as President of the Cigar Manufacturers' Association of America, represents manufacturers who pay into the United States Treasury over $25,000,000 of revenue annually. The members of this association employ over 130,000 people.

Mr. Hirschhorn thirty years ago was himself an apprentice at the bench, and has been a student of every phase of cigar production in the course of his career. Today he is the President of the United Cigar Manufacturers Company, which itself produces over five hundred million cigars annually.

It will be seen, therefore, that Mr. Hirschhorn is in a position to speak for the cigar industry both privately as an actual producing factor in that industry, and also as an official having the confidence of his associates and competitors.

Tilman & Bendel Official Gets Message on U-Boat

Just prior to his departure from San Francisco on a trip to the East, C. H. Schmidt, vice-president of Tilmann & Bendel, received a wire from Milton Heineman, of Heineman Brothers, Baltimore, Md., advising him that through influence and acquaintance he would be able to send a message for him to Germany, through the kindness of Captain Koenig, on the merchant submarine "Deutschland." Mr. Schmidt immediately wired a message, and also a bank exchange for Christmas gifts to his sister at Braunschweig, Germany.

Joppa Cigar Manufacturing Company an Old Business

The Joppa Cigar Manufacturing Company, Incorporated, of Lyons, N. Y., the incorporation of which was mentioned in the last issue of "The Tobacco World," is an old business, which manufactures among other brands "Three Blacks," "Dr. Grouch," "O. G. F. Handmade," and the ten-cent leader "La Prutzer."

The firm advises that it still has some open territory, and that this will be assigned to live jobbers.

The Big Four

No, you are wrong. This has no reference to railroads, colleges or cigars. In this case the "Big Four" refers to four pipe brands, made by the makers of the famous Wellington pipe.

Anticipating the heavy demand at this season for pipes, Wm. Demuth & Company have prepared for the trade the "Big Four," each of which comes in twenty-four standard shapes. The "W. D. C. Handmade" retails for $1.00, the "Stratford" sells for 75 cents, the "Windsor" can be purchased for 50 cents, while the "Brighton" can be secured for two bits.

These are genuine French briar pipes, with rubber bits, and more than that, they are quality pipes. They have back of them the workmanship and quality that have made Wm. Demuth & Company's pipes famous the world over.

On another page will be found an advertisement showing the "Big Four." Jobbers and dealers will be particularly interested in the fact that these pipes are being heavily advertised in the big national publications. In order to secure prompt shipment of these goods it is advised that requests for further information, and orders, be forwarded at once to Wm. Demuth & Company. This is going to be a big season in the smoking line, and the wise jobbers and dealers will get their stock early.

A Different Pipe for Every Week-Day

This man has a different pipe for every week-day in the year, his collection totaling more than 300 pipes, but if you asked him which one smoked the best he could not tell you—because he does not smoke.

N. A. Court, manager of the Chittenden Hotel in Columbus, O., is the owner of this unique collection. He gets his pleasure from looking at them and handling them. Each one identifies itself as the gift of a frend or of some strange experience. In other words, they all have a "past."

There is one, a beautiful colored meerschaum carved with a coat of arms, that was one time the property of Count Longay, remembered as the husband of the Princess Stephanie, whose first husband was the ill-fated Crown Prince Rudolph of Bavaria. Another is a quaintly carved bowl and stem that gave solace to a member of one of the families in the highest circles in Japan. Its owner went the route via hari-kari.

A long Indian pipe, easily identified in the collection, claims to have been the possession of the famous Sitting Bull who planned the fatal surprise party for Custer and his men. Another, the only corncob in the exhibit, was presented by one of the pioneer manufacturers in the industry.

Mr. Court claims as the most valuable of all his pipes a big black meerschaum, more than one hundred years old, and an heirloom of a prominent American family.

Besides the ordinary garden variety of pipes, there are pipes from Russia, Germany, China, Turkey, and many other parts of the globe, all testifying to the universal use of tobacco. There are several pipes which are claimed as examples of the mound builders' period.

Mr. Court holds the collection to be worth more than $1000.

Plug Tobacco Brings Low Price at Government Sale

The highest bid for thirty-one tons of plug tobacco, of which only 400 pounds were in poor condition, was 19 cents. This was sold by the United States Government because of the falling off in the demand for these special brands. The Government originally paid 36 cents a pound for the tobacco. The item was the largest in the annual sale of condemned stores held last week at the New York Navy Yard.

Minneapolis Organizations to Hold up Cigar Prices

At a weekly luncheon of the Minneapolis Retail Cigar and Tobacco Dealers' Association, a committee representing the Retail Druggists' Association appeared to arrange for co-operation of the two organizations in an effort to maintain a rigid standard of cigar prices throughout the city.

"No six-for-a-quarter nickel cigars, or three-for-a-quarter dime cigars," is the object of dealers, in an effort to meet recent advances in their wholesale or jobbers' quotations, without being forced to boost prices to 6 and 11 cents on cigars.

It was announced at the meeting that posters, explanatory of the stopping of "six and three fer" price scales are being prepared and will be distributed for display in the cigar stores and stands of the downtown district.

The tobacconists plan several weekly luncheons, at which the problems of the trade will be discussed. This luncheon was attended by representatives of nearly all the retail cigar stores and companies of the downtown business district.

Stogie Prices Advance and Size Reduced

Pittsburgh, Pa.

Manufacturers announce that beginning on December 1st, all Wheeling Stogies will be reduced from seven inches to six inches in length, and will be increased in price to the schedule requiring that retailers charge ten cents for five stogies instead of five cents for three as heretofore.

Manufacturers say that stogies are rolled on the scale base of $1 per thousand per inch, the seven-inch stogie costing $7. Higher tobacco cost, they say, has to be met by cutting an inch off the stogie, as well as by increasing the retail price. Ohio factories are expected to adopt the same system.

Former President of C. Peper Tobacco Co. Sells Interest

Nicholas M. Bell, former president of the Christian Peper Tobacco Company, of St. Louis, Mo., and now vice-president and treasurer of the concern, has disposed of his interest in the company for a sum said to be $208,000. The sale was consummated through the Mercantile Trust Company.

In 1912 Mr. Bell was retired as president of the company, but it is said that his resignation was followed by a falling off in business, and he was asked to return as vice-president and treasurer.

Mr. Bell's wife was a daughter of the founder of the company. Of the stock sold $100,000 belonged to a daughter of Mr. Bell, $50,000 to a son, and $58,000 to himself.

Schulte Cigar Company Re-Lets Bridgeport Store

Pease & Elliman, in conjunction with Herbert Hecht & Company, have re-let for the Schulte Cigar Company, for a term of ten years, the three-story building on the corner of Main and Elm Streets, in Bridgeport, Conn. The lessee is the Ainwell Company, dealers in ladies' apparel, who on June 1st will take possession of the property and make extensive alterations for its own occupancy. The Schulte Company recently leased through Pease & Elliman this property and have secured through the same brokers, in conjunction with Charles C. Nichols, Jr., another prominent Bridgeport corner, which on May 1, 1917, will be opened as a branch of the Schulte Cigar Company.

S. P. Hubley, manager of Benson & Hedges, is said to have placed an order for 600,000 cigars with A. Santaella y Ca. They are to be delivered for the holiday trade.

Knickerbocker's Broadway Jottings

A. Bijur, of E. Rosenwald & Brother, sailed recently on his annual fall trip to Havana.

Al Korn, of S. Furgatch & Company, recently returned to this city, following a successful Western trip.

E. R. Lincoln, of P. Pohalski & Company, has returned from a successful trip which took him as far west as Kansas City

J. M. Alvarez, of Y. Pendas & Alvarez, has returned to his offices, following a successful trip through the Southwest.

Benno Rosenwald, of E. Rosenwald & Brother, is at present in Porto Rico, whence he has gone on his regular fall trip.

Eustaquio Alonzo, head of the Por Larranaga factory, left New York on the 2d for Key West, whence he will return to Havana.

Nathan Garten, of A. Garten & Sons, well known in the Manila cigar field, is expected back this week from a short trip in Pennsylvania.

Samuel I. Davis, of the well-known cigar manufacturing firm of S. I. Davis & Company, is seriously ill. He is at present in a private hospital.

Following a trip through the South, A. Schneider, vice-president of Seidenberg & Company, is again at his offices attempting to keep track of the tremendous volume of business.

Alexander Herbert, vice-president of Philip Morris & Company, has returned to his offices following a trip through the West, which included a few days at French Lick.

Among those who have sailed for Havana leaf markets is Paul Hirschorn, of the United Cigar Manufacturers' Company. He is manager of the leaf department of that corporation.

Godfrey S. Mahn announces that on November 1, 1916, he withdrew his interests in the corporation trading under the name of Godfrey S. Mahn, of New York City, and that he is not now connected with said corporation.

John H. Buys, of the famous Sumatra house of H. Buys & Company, has been on a trip through the Middle West telling his customers about the 9000 bales of Sumatra and Java they secured in the Amsterdam market this year.

Maximilian Stern, president of the Cuban Land and Leaf Tobacco Company, has arrived in New York from Havana. Mr. Stern is also head of the leaf departments of the Havana American Company, and Henry Clay and Bock & Company.

Sidney J. Freeman & Sons have in transit to New York 62 cases of Manila cigars destined for the trade. They expect to receive about the last of the month 22 additional cases now enroute from Manila. La Flor de Intal brands are having a big sale, and Mr. Freeman says he can't get enough of them.

The Mutual Profit Coupon Corporation is now issuing a trading stamp in the line of a service proposition.

The "Cado" salesman in Greater New York, the well-known Jack Weinstein, reports that he finds the cigarette continually growing in favor.

Ruth & Driscoll, New York distributors for the "7-20-4" cigar made by R. G. Sullivan, state that they are two weeks behind on orders.

J. M. Pendas, of Y. Pendas & Alvarez, was a recent caller on the New England trade, where he landed some fine orders on the "Webster" brand.

This has been a fine year for the "Partagas" brand, says Robert E. Lane, who has taken some record orders during his recent trip through the United States.

Julian Llera has withdrawn from the firm of Carlos Garcia & Company. This firm makes the "Maria Garcia." The business will be continued by Carlos Garcia.

Arguelles, Lopez & Company, manufacturers of the "Tadema" clear Havana cigar, report a steady growth in the demand for this brand. It is well distributed throughout the United States.

The New York Times restaurant at Forty-third Street and Broadway has recently been adorned with a handsome sign advertising the "Palo" cigar. It was presented by Simon Batt & Company.

I. N. Maaskoff, the well-known retailer, has purchased the cigar stand in Wesis's drug store, at 67 Wall Street. Mr. Maaskoff will have the stand remodeled and a "hustler" put in charge. He promises some big doings.

The litigation over the rights to the "Rey Eduardo" title and trade mark for cigars has been decided by the United States Patent Office in favor of Park & Tilford, who are given the exclusive right to the title.

Joseph M. Diaz, Jr., is the new general manager of the "Alexander Humboldt" cigar, which is being exploited in all parts of the country. Mr. Diaz is an energetic worker and additional activity may be looked for on the brand.

A petition in bankruptcy has been filed against the Cascan Restaurant Corporation, which operates the "Castles In The Air" atop the Forty-fourth Street Theatre, and a branch at Long Beach called "Castles By The Sea." Its liabilities are said to be about $80,000.

"Fifth Avenue" union-made Turkish cigarettes continue in popularity, and at present the factory of I. B. Krinsky has an unusual number of large orders at hand. Morris Krinsky, the popular manager of the company, is doing his best to care for the growing trade.

The Newlander Cigar Company, manufacturing the "Zack Taylor" cigar, have been compelled on account of their rapidly growing business to seek larger quarters. They are now in a modern and strictly sanitary factory at Third Avenue and Seventy-second Street, having removed from 137 Fourth Avenue.

War Prisoner in Siberia Wants a Wellington Pipe

WILLIAM DEMUTH & COMPANY are frequently in receipt of inquiries regarding their Wellington pipe from all parts of the globe, but the organization was unusually interested in a communication which recently came to them from a prisoner of war in a Siberia camp. Here is a copy of the letter:

"I read in the 'Literary Digest' of your Wellington pipes, and I beg you to send me without payment if possible, two of these pipes or more, if you would be so kind. If I am again in Germany I will pay you all or recommend your pipes.

With greatest thanks, yours,

ALBERT LANGER,

German Prisoner of War, Tischita, Siberia, Russia, soldier serving one year at his own expense."

Needless to say, William Demuth & Company are sending to this party a couple of Wellington pipes, and Mr. Wilson, who favored us with this interesting letter, adds that he thinks anyone, no matter where their sympathy lies, will not begrudge this unfortunate mortal the pleasure and solace he will derive from smoking a Wellington pipe.

More Schulte Leases

Pease & Elliman have leased to the Schulte Cigar Company for the O. B. Potter Properties, Incorporated, the large corner ground floor store at the southeast corner of Trinity Place and Rector Street, in the Empire Building, also for the same owners the large store at the southeast corner of Broadway and Astor Place. Both leases are for a term of ten years. Both corners will have stations for the new subway lines in process of completion. The Schulte Company will open, upon completion of improvements, branch establishments.

The same firm has leased to the Schulte Cigar Stores Company for a term of years the store at No. 2830 Broadway, on the east side, between 109th and 110th Streets, and directly adjoining the entrance to the Nemo Theatre. The location is one of the most prominent in the uptown Broadway district, and upon completion of alterations and improvements, the Schulte Company will open a branch establishment.

E. A. Hallenbeck Joins Advertising Firm

E. A. Hallenbeck, general manager of the Preferred Havana Tobacco Company, and to whom much credit is given for the way in which the "Alexander Humboldt" cigar has been introduced and advertised, has resigned his position with that firm and on November 1 became vice-president of Picard & Company, advertising and merchandising counsel, of New York.

Mr. Hallenbeck is fiteed by experience for the work which he has undertaken. He has many friends in trade-press circles, and their knowledge of his abilities leads them to predict that he will be successful in his new work.

Joseph M. Diaz, Jr., becomes the new general manager of the Preferred Havana Tobacco Company, and he will devote most of his time to the further exploitation of the "Alexander Humboldt" brand.

"Tanforan" a Coming Trade Leader

DISTRIBUTORS who have had an opportunity to try out the "Tanforan" cigar, retailnig for five cents straight and odd cents, claim that it is a coming trade leader. Anyway, the factory of the Tanforan Company (Y. Pendas & Alvarez, owners), at 801 Third Avenue, is working to capacity to supply the demand.

One thing that is proven by this is that the trade is favorable to an odd-cent cigar. "Tanforan" coming on the market when the retailers' profits were shrinking, immediately filled the niche reserved for a brand that would retail at odd cents and still leave the dealer a fair profit.

At the present time "Tanforan" is made in three sizes, "Jockey," retailing at five cents straight; "Sports," at six cents straight, and "Straights," at six cents straight. The sales of the brand to date indicate that the cigar is making an unusual appeal.

"Tanforan" is not a shade-grown product. It is, however, a mild cigar, and those who have smoked it claim that it is of exceptional quality.

Acker, Merrall & Condit Open Manhattan Cigar Store

The cigar store on the ground boor of the Manhattan Hotel, Forty-second Street and Madison Avenue, formerly owned by the United Cigar Stores Company, was formally opened on November 1 by Acker, Merrall & Condit as a cigar store. The stands in the Manhattan Hotel were also taken over by this firm at the same time. This is the first store of Acker, Merrall & Condit devoted exclusively to cigars, cigarettes and tobacco.

Among the brands featured are "La Corona" and "Graham Courtney." All standard brands in the tobacco line will be carried. G. I. Evans is manager of the store and hotel stands.

Steiner Banding Machines in Operation

Messrs. Henry and Isador Steiner, of Wm. Steiner, Sons & Co., have recently returned from a trip to Detroit, where one of their banding machines has been installed in the factory of the Lillies Cigar Company, Forrest and Hastings Streets, Detroit, Mich. This machine, Mr. Steiner says, is now banding packed cigars at the rate of approximately 2500 per hour. It is the first machine of its kind installed in the West.

Three such machines, however, are in operation in the York factory of Otto Eisenlohr & Bros., and the Messrs. Steiner state that any cigar manufacturer in the vicinity of York, Pa., or Detroit, Mich., will be at liberty to see the machine in operation at either of these factories.

Secretary of American Tobacco Company Resigns

Josiah T. Wilcox, secretary of the American Tobacco Company for many years, and a member of the Board of Directors, has presented his resignation as secretary of the company, but retains his membership in the Board of Directors. The resignation of Mr. Wilcox was accepted at a recent meeting of the Board, and S. C. Neiley has been appointed as his successor. Mr. Wilcox became associated with the American Tobacco Company in 1884.

The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, November 8, 1916.

BUSINESS during the past fortnight has been only moderate, principally on account of the few buyers in town, although our commission merchants have nevertheless operated upon orders from their clients in the United States, as well as elsewhere, to a moderate extent. The Cuban Land and Leaf Tobacco Company has not ceased accumulating the needed supplies for their different factories here, as well as in the North, and our local manufacturers of cigars and chiefly cigarettes have also contributed their share. The elections in our island, as well as in the United States, have also been responsible in restricting business to some extent, therefore we are looking forward to a renewed activity in the near future. As our crop this year has been very small, higher prices are justified, and as the outlook for the coming crop is bound to give us another quantity below the normal standard, even if the weather conditions hereafter should be all that could be desired, high prices are sure to continue during the year 1917. The European War is to be blamed for the rising prices of all necessities of life, and as long as our sugar industry continues to be as prosperous as it has been so far, we cannot look for any normal crops of tobacco, as too many former tobacco fields have been planted with sugar cane, and besides there is a great scarcity of labor, and wages for the remaining hands have risen double what they were before.

Under these circumstances manufacturers of cigars and cigarettes must prepare for the emergency and raise their prices enough, so that the burden shall be thrown on the shoulders of the consumer, where the same justly belongs. As wages have risen, there is no real hardship for the confirmed smoker, as his individual share will amount to only a few cents per day, which he ought to be gladly willing to pay.

We have noted, with pleasure, that manufacturers and retailers in the United States have taken the bull by the horns, although, we think, they have made a mistake in not raising the price at once sufficiently, for if we are not greatly mistaken, they will be obliged to make another raise before very long, and this might cause a kick on the part of the smoker.

Perhaps the manufacturers are guided by the saying that it does not hurt the dog as much to cut off part of his tail at a time as to make one radical cut once for all. We cannot judge correctly about the future of the American cigar leaf, but for those manufacturers who are using our leaf in their mixtures, they have to be prepared to see high prices for next year, and possibly another year thereafter, or longer still, if the European War should not terminate sooner than it has the appearance at present. The present prices for vegas, or larger lots, are: Vuelta Abajo puntillas, $40 per qq.; Amarillo and 16a, $60 per bale, and good-sized, clean fillers, as high as $100 per bale. Heavy, quality fillers for mixing purposes run from $65 to $75 per qq. Prices for Semi Vuelta are almost as high as for Vuelta Abajo. Partido fillers cannot be bought lower than $45 to $50 per qq., and there are only very few small stocks left unsold. Resagos are very hard to find, and the lucky holders are asking very stiff figures for them. There are some high class wrappers, which, however, are only used by our manufacturers, as American manufacturers could not afford to pay the prices asked for them.

As far as Remedios is concerned, we have learned of one sale having been made of $65 for first capaduras, and $53 for seconds, and as we did not believe that these figures had been paid, the seller showed us a copy of his invoice, in order to convince us. Of course, this was a choice escogida, and could be worked soon. For vegas, which are not carefully packed, lower figures might be entertained.

Sales during the past fortnight totaled 10,612 bales, and which divided represented: Vuelta Abajo and Semi Vuelta, 6917; Partida, 2435, and Remedios, 1260 bales.

Buyers were: Americans, 4889; exporters to Europe and the North Coast of Africa, 1109, and our local manufacturers of cigars and cigarettes, 4614 bales.

Exports of leaf tobacco, from the port of Havana, for the past two weeks, ending October 28, 1916, totaled 9,360 bales, which were distributed to the following countries, viz.: To all ports of the United States, 7291; to Canada, 372; to the Netherlands, 703; to Oran, 406; to Brazil, 1; to the Argentine Republic, 574, and to Chile, 13 bales.

Receipts of Leaf Tobacco from the Country

For two weeks ending Oct. 27, 1916.		Since Jan. 1, 1916.
Vuelta Abajo	10,251 bales	144,183 bales
Semi Vuelta	1,712 "	18,302 "
Partido	358 "	22,408 "
Remedios	11,309 "	113,087 "
Oriente	..... "	6,676 "
Total	23,633 "	Total 304,656 "

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: R. Gutierrez, of the Gene-Val Cigar Company; Antonio Rocha, of Antonio Rocha; and Frank Suarez, of Frank Suarez.

From Boston: William Waterman, president of Waitt & Bond, Inc.

From Toronto, Canada: Benigno Tuero, of J. Tuero & Hermanos Company.

From Tampa: Barnabé Diaz, of F. Lozano, Son & Company.

From Chicago: B. Spector, of Spector Brothers.

Departures—To New York: Maximilian Stern, William Levison, Marcelino Perez, Dave Simmerman and his son, E. A. Simmerman, R. Gutierrez, Ladislao Menendez and Romón Argüelles.

To Boston: William Waterman.

To Key West: Francisco Fleitas and A. W. Arnold.

Cigars

Business in our large cigar factories is good, as far as orders are concerned, while the smaller factories are only sparingly participating, and unless the large factories have raised their prices sufficiently, there is no hope for the latter to make a living, as the cost of the raw material is militating too severely against them. Orders from Great Britain are beginning to reach their limit with many factories, and unless the Board of Trade should extent their limit to the English importers, there may be very few orders left unfilled after the turn of the year. Canada is still ordering only small quantities, and the trade to South America has fallen off, so if it was not for the good holiday orders from the United States, we should be in a bad fix.

Romeo y Julieta is working at top speed, having more orders on hand than could be executed, owing to the scarcity of enough skilled cigarmakers, which is a drawback just at present.

Partagas is doing as well as usual, shipping large quantities of cigars every week, as heretofore.

H. Uppman is having plenty of orders from all of the consuming countries, therefore working with good forces.

Punch is doing the same steady business, as Don Manuel Lopez does not believe in rushing orders.

Through the return of Don Eustaquio Alonso, the president of the Por Larranaga factory, the latter has received a large number of orders of high priced sizes (Nacionales and others), from the American importers, and this addition to the other orders on hand will keep the factory busy for some time to come. Don Eustaquio speaks in glowing terms about the kind receptions accorded to him by the American importers that he visited.

Sol, Hoyo de Monterrey, Ramon Allones, as well as Belinda and Devesa de Murias, are very busy just now on holiday orders.

Leaf Tobacco

The Cuban Land and Leaf Tobacco Company has made some heavy purchases last month, as its sales amounted to 6533 bales of all kinds of tobacco.

Manuel A. Suarez & Company were sellers of 1021 bales of Vuelta Abajo, Partido and Remedios tobacco.

Leslie Pantin bought for account of his customers 1585 bales of leaf tobacco, from the choicest districts of the Vuelta Abajo, Partidos and Remedios sections.

Jose C. Puente & Company sold 1307 bales of leaf tobacco, of all kinds, to their customers.

Calixto Lopez & Company purchased 825 bales of Vuelta Abajo colas for their cigarette factory.

Jose F. Rocha was a seller of 581 bales of Vuelta Abajo and Partido leaf to his customers.

Salvador Rodriguez, of Charles the Great fame, always keeps two years' stocks on hand, but nevertheless, upon his last visit, he added 280 bales of choice vegas from the Vuelta Abajo, of this year's crop, to his holdings, for blending purposes.

I. Kaffenburgh & Sons sold 150 bales of Remedios leaf, from their selected packings, during the last two weeks.

Shippers above 200 bales of leaf tobacco, from the port of Havana, during the two weeks ending with the 28th of October, were: Mark A. Pollack, 1267 bales; Walter Sutter & Company, 1117 bales; Ernest Ellinger & Company, 1056 bales; A. J. van den Corput, 703 bales; Menendez & Company, 512 bales; J. Bernheim & Son, 458 bales; Leslie Pantin, 398 bales; Manuel Suarez, 368 bales; H. Upmann & Company, 247 bales; Sobrinos de A. Gonzalez, 235 bales; Sierra & Diaz, 225 bales; Hinsdale, Smith & Company, 220 bales; M. A. Gunst & Company, 216 bales; Allones, Ltd., 214 bales; Rodriguez, Mendez & Company, 202 bales.

Oretaniv.

Tobacco Crop Report for November

Tobacco shows some decrease in the size of the crop below the estimate of 1,203,000,000 pounds on October 1, yield reports now indicating that the total crop this season will be 1,145,530,000 pounds. This, nevertheless, remains the high record, being 85,000,000 pounds greater than last year, and 42,000,000 higher than the previous record crop of 1,103,000,000 pounds produced in 1910. It is more than 150,000,000 pounds greater than the five-year average.

The crop is much greater than last year in the States of Kentucky, Tennessee, Ohio, Wisconsin, Pennsylvania, Maryland and Massachusetts. It is a trifle larger in Connecticut.

It is markedly smaller, however, in Virginia and South Carolina, and slightly less in North Carolina. Of the smaller producing States, New York shows a moderate decrease, West Virginia an increase, Georgia and Florida a slight increase.

In quality the crop ranks high, 88.8 of a normal, this being the highest figure reported since 1907, 6.2 better than last year and 2.6 better than the ten-year average. The quality of the crop in New England runs between 92 and 95, with nearly a full yield, which cured finely under very favorable conditions, about the only deteriorating factor being some hail.

In New York the crop is only fair, having obtained a late start and suffered from drought, but being favored with fine weather at the close of the season. Pennsylvania is good in quality, though some lots were damaged by hail or frost. The Maryland crop is reported as curing nicely, though the leaves are not large. In Virginia the crop is inferior in quality, 80, compared with 87 last year, as well as short in quantity. In North and South Carolina, to the contrary, quality, while not high, is reported somewhat better than last year, 80 and 70 compared with 78 and 66. In North Carolina the early crop cured finely, but the unfavorable weather late in the season has made the late crop light in color and weight and inferior in appearance, with little gum. The South Carolina crop, while not good, is said to be proving better than thought earlier.

In Kentucky the perfect stand and uniform and full development of the Burley crop is notable. However, all types there were good, ripened thoroughly and were harvested in a dry spell favorable to adding weight. These factors offset the low weight per plant resulting from the fine, light texture of the leaf. The quality of 94 is strikingly high compared with last year's quality of 84, but justified by the fine, light color and weight of the Burley, by the fact that the dark types have a large proportion of brown and light brown grades, and that there is very little low grade tobacco in the State.

Quincy Store Changes Proprietors

F. A. Metzger, who formerly conducted a cigar store at 528 Hampshire Street, Quincy, Ill., has purchased the stock and fixtures of the Wolf Cigar Manufacturing Company at 215 North Fifth Street, that city, and will conduct a wholesale and retail cigar business at that location.

Important English Registration Judgment

IF more than passing interest is the recent application of the Havana Commercial Company to register in Great Britain the title "Cubanola" for cigars. The title was in use in England, but under circumstances so unusual that at first thought it would seem to indicate the right of the applicant to be granted registration. However, the registration was refused. How and why is explained in a review of the decision in the current issue of "Tobacco" (London). Herewith we reprint the article:

"In the Chancery Division of the High Court on Thursday, October 19th, Mr. Justice Peterson had before him an appeal in the matter of the trade mark No. 365,888, from the refusal of the Comptroller to register it as a trade mark of the Havana Commercial Company, on the opposition of George Wilks, Ltd., of Tunstall.

"Mr. Walter, K.C., said the application was to register the picture of a lady, together with the word 'Cubonola,' as applied to Havana cigars. The applicants were a very large company, having a great deal to do with the exportation of Havana cigars to this and other countries. The marks were opposed by Messrs. George Wilks and Company, Ltd., on the ground that they or their predecessors in business had for upwards of fourteen years used the word 'Cubanola' as a mark for their cigars, and that it had become known to the public as denoting their cigars, and the registration of the word by the Havana Company was calculated to injure them in their business and cause a confusion in the trade. The applicants did not admit that the respondents had used the word 'Cubanola' or that it had become associated with their goods. The word had been used on boxes of cigars, but with the name 'Lorenzo & Co.' and with the pictures of Havana factories and scenes and the Havana coat of arms, the object being to indicate that the cigars were Havana cigars. It was true that now Wilks & Company produced a box with the word 'Cubanola' on it, together with 'made in Great Britain.' This, however, he (counsel) suggested was an afterthought, and was not adopted until after these proceedings. Evidence was given before the Comptroller by various people, including a publican, a brewer, a grain merchant, and others, to the effect that they had known Wilks & Company's cigars as 'Cubanolas,' but he (Mr. Walter) submitted that there was no real use of the word 'Cubanola' for British cigars that would justify the opposition.

"The Registrar of Designs and Marks, in giving his decision, said: 'In their counter-statements the applicants deny the allegations and submit that the word "Cubanola," when applied to British cigars, suggests Havana origin, and is fraudulent and contrary to the provisions of the Merchandise Marks Act, 1887. Whatever use has been made of the word 'Cubanola' has been upon cigars purporting to be the manufacture of a spurious and non-existing firm of Lorenzo & Company, and such use has been by the opponents in the course of a fraudulent and deceptive trade, the goods purporting to be of Havana origin, whereas they were of British manufacture. In such circumstances it is submitted the opponents are not entitled to rely upon any use which they may have made of the word "Cubanola," for the purpose of opposing the present application.

"'At the hearing, which took place on January 17th, 1916, Mr. McKenna, solicitor, appeared for the applicants, and Mr. Courtney Terrell appeared as counsel for the opponents. Since the hearing I have had an opportunity of reading the evidence carefully, of examining the various exhibits, and of considering the case generally.

"'This is a very difficult case, and so far as I know of the first impression. The applicants are desirous of registering a mark, on which is the word "Cubanola," for Havana cigars. The opponents have for some years, according to the evidence, been packing cigars in a box such as is marked "T 5." "T 5" is covered with pictorial lies, to use the expression of a late distinguished judge. It has also upon it the brand "Cubanola Superiors" and "De Lorenzo y Co." "De Lorenzo y Ca." suggests another inexactitude. It is a pure fiction. There never was such a firm. The cigars packed in the box were made by Messrs. Wilks, or for them, and it is not to be doubted that they were British. Messrs. Wilks being a limited company, this use of the name Lorenzo & Company was quite against the spirit, if not the letter, of the Companies Act. Moreover, short of saying in so many words that the cigars in this box were manufactured in Havana, Messrs. Wilks have done everything they can to suggest that the cigars sold in such a box as "T 5" were Havana cigars. It is quite clear that in these circumstances, if they had attempted to approach the High Court with a view to getting the applicants restrained from using their mark, Messrs. Wilks would have failed, as they could hardly be held to come into court with clean hands.

"'The question, however, here is whether their hands are so unclean that they ought not to have any attention paid to them in this office. Now that is quite another point. Here the applicants are in the position of plaintiffs, and Messrs. Wilks are so far in the position of defendants, because the applicants are coming forward to stop Messrs. Wilks practically from continuing to use the brand "Cubanola." I have evidence that some of the persons who have bought these "Cubanola" cigars from Messrs. Wilks in the past have actually known that the cigars in the box were not Havana cigars, but British cigars, and Messrs. Wilks gave evidence of their intention to remove the objectionable features from the labels and boxes, and make it clear that the cigars were manufactured in this country.

"'Can I, therefore, in these circumstances, give the applicants the exclusive right to use the word "Cubanola," and so possibly deceive some of those who were formerly buying Messrs. Wilks' goods? This point has caused me very considerable doubt, and I cannot even now feel confident that I am right in giving even the smallest effect to the use of the opponents. But I think on the whole I am bound to take notice of it, and that I cannot say here that Messrs. Wilks, being not in petitoris, are absolutely debarred from being heard, even though their hands may not be clean. Therefore, while taking the strongest view about the impropriety of the conduct of these opponents, and of the way in which the case was brought before the applicants in the first instance, and persisted in in the evidence in chief, I think, on the whole, I am bound to refuse registration, though I do it with regret.'

"Mr. George Lawrence Wilks, managing director of the opposing company, in cross-examination, said his firm sold about 200 boxes of these cigars a year. Since the addition of the words 'manufactured in Great Britain' they had sold thousands of boxes.

"Mr. Courtney Terrell, for the respondents, submitted that the Havana company's position was that of a highwayman who said 'You can't complain of me stealing your goods, as you stole them from someone else.'

"His Lordship, refusing the application, said the evidence showed that for twelve years George Wilks, Ltd., or

(Continued on Page 26)

7 BIG REASONS

IT

Why You Should Adopt the

Universal Tobacco Stripping and Booking Machine

1

Affords Immediate Solution of Labor Troubles—

One Machine and one operator will strip as much tobacco as two or three hand Strippers.

2

Saves Stock—

Strips clean, cutting the stem out and leaving no tobacco on stem. Torn and partly mutilated leaves stripped without increasing the tear.

3

Makes no Scrap—

You get full benefit of all that your stock affords, thus insuring a decided increase of the yield.

4

Produces Increase of Cigars Without Cost—

By removing selvage on wrappers leaving clean outer edge, it eliminates cigar maker's extra cut, thus enabling him to roll 35 to 50 more cigars per day.

5

Shows 75 to 100 Per Cent Investment—

because of labor and stock saving.

6

Books Perfectly—

putting your stock in better shape, leaves open throughout, booked edge to edge, butt to butt, or tip to tip.

7

Only Requires—

a demonstration, with your own stock, in your own factory and under your own supervision. Same may be had without the slightest obligation.

It is up to you to investigate, demanding satisfactory proof of each and every one of the above reasons.

CATALOG AND PRICE LIST SENT ON REQUEST

UNIVERSAL TOBACCO MACHINE CO.

79 FIFTH AVENUE, NEW YORK

Factory: 57 Lafayette Street, Newark, New Jersey

Important English Registration Judgment

(Continued from Page 24)

their predecessors had been selling what were described as 'Cubanola' cigars, but up to the time the present application was made they sold these cigars, which were British-made, in boxes which had printed on the label 'Cubanola Superior Lorenzo y Ca.' The sale of these Britsh-made cigars in the boxes that were used up to July, 1915, was a case of fraudulent trading, of passing off by the opponents of British cigars as Havana cigars, that was to say, cigars made in Havana. Under these circumstances it was said the opponents had no right whatever to object to the registration of the proposed trade mark by the applicants, and it was said in fact that they had not any distinctive trade-mark in existence, because they had been selling up to the time of the present application cigars on the basis that they were the product of the firm of Lorenzo y Ca. That was a perfectly fictitious firm, and therefore it was impossible for the opponents to say that these goods had become associated by the public with their name. Under these circumstances it seemed to him (his lordship) that the opponent's claim to the mark had no merit whatever, and if it depended solely on their ownership of the mark he would have no difficulty whatever in the case. But there were two things to be considered. First, the opponent was not necessarily a person who was aggrieved, and second, he need not be a person interested in any existing mark. It must, therefore, be open to the opponents to take the view that the course of his trading might have on the trade or public, and the Comptroller is bound to consider the public. It was from the point of view of the public that he must consider the present case. From the point of view of the public, said Mr. Walter, the trade done by the opponents was insignificant—on the evidence it was about 10,000 of these cigars a year. So far as the evidence showed, the sales seemed to have been made mainly to publicans and grocers, and he (his lordship) supposed in the case of the publican the cigars would not be sold in boxes, but he would have open boxes out of which he would sell one or two cigars at a time.

"Though the trade was only 10,000 cigars a year, the persons who bought these cigars might be a very considerable body in number, though the amount of each purchase might be comparatively small. It was true the 'Cubanola' cigar was not associated with the opponent company, but he thought what the public required was a 'Cubanola' cigar that was to say, a cigar of the kind they had been accustomed to. If the present application succeeded, the result would or might be that members of the public who had become accustomed to 'Cubanola' cigars, or the British cigars that had been known as 'Cubanola,' would be led to suppose that the cigars sold by the applicants under the name of 'Cubanola' were those they had formerly bought. It might be that the cigar they would get was superior to the one asked for, but on the other hand there might be persons who preferred the flavor of a British to a Havana manufactured cigar. It seemed to him that he could not say that it would not be likely to tend to confusion in the minds of the public if this application was acceded to. He therefore came to the conclusion that he could not properly interfere with the discretion of the Comptroller, but having regard to the conduct of the opponents, and the fraudulent trade they had carried on, he did not propose to give them any costs in the present application."

Frank Billingheimer, proprietor of a cigar stand in the New York Consolidated Stock Exchange Building for forty-three years, died on Saturday, November 4th, at his home, 54 Morningside Avenue, in his seventy-first year.

BIG CROP OF SHADEGROWN

Connecticut Valley Acreage Almost Doubled over Last Year—Quality Fine

A TOTAL prospective product of nearly 30,000 bales of shade-grown tobacco, gathered from over 4700 acres under cloth in 1916, is giving the growers of the Connecticut Valley much satisfaction at the end of their sixteenth season. It compares most favorably with the little more than 16,000 bales gathered from the 3850 acres that were put under cloth last year, in the face of a demand that required three or four times as much of the best grades of shade-grown as the Valley could then furnish.

The quality of last year's crop was inferior, and the producers who could show a net profit of six per cent. at the end of the season thought themselves fortunate. Only the remarkable demand from the cigarmakers of the country for the new tobacco which was manifested last winter could have induced the growers, after such a poor crop as that of 1915, to go on putting yet more land under cloth in 1916.

Another difficulty that presented itself this year was the enhanced cost of production, resulting from the European war, amounting to not less than 33 per cent. The dearth of efficient laborers on the fields during the summer and in the sorting houses since the crop was gathered was the principal cause of this increased cost of production, but the higher price of the cotton cloth used for the "tents" and the higher cost of fertilizers also added largely to the amount of capital required for shade-growing this year. As a consequence the growers say that they must obtain from the manufacturers $3 to $3.25 per pound for the best grades of shade-grown this year, as compared with $2.25 and $2.50 last year. As 2½ pounds of this tobacco supplies wrappers for a thousand ten-cent cigars or at the rate of three-quarters of a cent for each wrapper, it is not necessary to argue that the manufacturers can and will pay the higher prices that are to be asked this year.

At three dollars per pound, the native shade-grown tobacco still is much cheaper than the Sumatra wrapper on which a duty of $1.89 is levied, and the Sumatra growers and the Amsterdam tobacco merchants who handle that product are subject to the same cost-increasing conditions that have affected the American producers.

And there is something more than relative cost on the side of the Connecticut Valley shade-grower. The smokers of the country have begun to manifest a marked preference for the new American wrappers on their cigars.

Reuben Ellis, vice-president of the Tobacco Products Corporation, is at present on a trip to the Pacific Coast.

Acker, Merrall & Condit have recently acquired the cigar privileges in the Hotel Bond, Hartford, Conn.

"Roitray" cigars form the feature of a window display in Dan Ostrow's popular cigar store at Seventh and Chestnut Streets.

Harry Boston, representing William Demuth & Company, is in our midst with the "Wellington" pipe, and also the brands of the "Big Four" combination.

The business of the Falk Tobacco Company in this city received an impetus last week through the visit of A. Falk, who made the rounds of his customers.

ROI-TAN
Ambassadores
HAPPYLAND
We live but once. Let us partake of Earth's Good Things as we travel this road that leads to a Far-off Country. Verily, Fellow-pilgrims, Life is Happyland for him who smokes
EL ROI-TAN
Most all dealers sell the Roi-Tan. The dealer who does not, hurts himself—because Roi-Tan is more often called for than any other cigar.
Modern merchandising requires getting maximum efficiency out of capital by quick-turning goods. The Roi-Tan fills the bill perfectly, because it is the fastest seller in the world.
Mr. Dealer, count the calls for Roi-Tan

Eight O'Clock Closing Hour for London Tobacconists

The Home Office Order for shops in Great Britain to close at 8 o'clock every evening (except Saturday), and 9 o'clock Saturday, has caused a stir in the tobacco trade. Many tobacconists, especially those in suburban areas, are fearful lest the new Order spell ruin to them. Others take a more optimistic view. One thing is certain, which is that tobacconists should make a personal appeal to their customers not to forsake them. The window bill given to our readers as a supplement with this issue will be useful.

The terms of the Order were issued by the Home Secretary under date October 24th as follows, but where the Order states 7 o'clock this should now read 8 o'clock in accordance with a concession made by the Home Office. Another alteration is allowing tobacco to be sold with meals after tobacconists' closing hours.

In pursuance of Regulation 10 B of the Defense of the Realm (Consolidation) Regulations, 1914, I hereby make the following order:

1. From October 30th, 1916, to April 30th, 1917 (both days inclusive)—

(a) Every shop shall be closed for the serving of customers not later than 8 o'clock in the evening on Friday, 9 o'clock in the evening on Saturday, and 7 o'clock in the evening on every other day, and in the case of a contravention of this provision, the occupier of a shop shall be liable to a penalty; and

(b) Any person who carries on in any place not being a shop any retail trade or business after 8 o'clock in the evening on Friday, 9 o'clock in the evening on Saturday, and 7 o'clock in the evening on any other day shall be liable to a penalty;

Provided that this Order shall not prevent—

(1) the serving of a customer where it is proved that the customer was in the shop before the closing hour, or that reasonable grounds existed for believing that the article supplied after the closing hour to a customer was required in a case of illness; or

(2) the sale after the closing hour of—

(a) meals to be consumed on the premises or newly-cooked provisions to be consumed off the premises;

(b) intoxicating liquors to be consumed on or off the premises;

(c) medicine or medical or surgical appliances, so long as the shop is kept open and lighted only for such time as is necessary for serving the customer;

(d) newspapers;

(e) victuals, stores, or other necessaries required by any naval or military authority for His Majesty's Forces, or required for any ship on her arrival at or immediately before her departure from a port, so long as the shop is kept open and lighted only for such time as is necessary for serving the customer; or

(3) The transaction after the closing hour of any post-office business; or shaving or hairdressing in a barber's or hairdresser's shop up to 8 o'clock in the evening.

2. The expression "shop" and "retail trade or business" in this Order have the same meaning respectively as in the Shops Acts, 1912.

3. This Order shall not affect any obligation to comply with the provisions of the Shops Acts, 1912 and 1913, or any order made thereunder, or any other Act, order, or regulations restricting hours of sale or the hous of transaction of business.

The Window and Advertising

We have more than once likened the shop window to advertising space, says "Tobacco World" (London)—so much depends on what you put in it. There it is, fair, square, and above-board. How are you going to treat it to get results? It is unavailing to merely show the goods; they want talking about. The goods themselves are to the window what illustrations are on paper, but how much better—truer to themselves than any picture can be. It remains to place them correctly, not too numerously, and to introduce explanatory reading matter in the shape of showcards. It is always an advantage to be able to state prices, for if fair value is offered the price will be a determining factor in making a sale; the goods that remain unpriced create an expensive atmosphere, and especially in view of the present-day enforced economy such goods are apt to be left severely alone. But even if they are expensive goods, if the price is there, and not left to the observer's imagination, value is likely to speak louder than expense. If the goods are inexpensive, a price ticket is assuredly necessary to emphasize the fact. It is advisable in a shop window to give as much information as possible to the prospective customer respecting the goods, and in this connection the price card is essential. There may be, however, a few isolated cases where exclusiveness makes price tickets undesirable.

The manufacturer is realizing more and more that the effective shop window is one of his best advertisements. The chief difficulty from his standpoint is in getting the retailer to put in specific displays of his goods. Window display contests have met with fair success, but all fall short of the desired mark because the contest never gives thorough distribution. A better plan is to get the dealer interested in proprietary advertising matter. It is useless to send this matter to the dealer in the top of a packing case. It wants introducing properly; why not assure yourself that it is treated with due respect?

Get the dealer to ask for your window advertising matter by interesting him in it, and he will use it. He will most likely be glad to know how you propose it shall be used.

In trade papers we endeavor to pass on window dressing plans to the retailer, which we find are frequently adopted by our subscribers. Use some of your advertising space in trade publications to show the dealer how to display your goods, and offer to supply advertising cards and extra stock, if necessary, to assist him in making the display effective. Occasionally treat the retailer as a seller instead of a buyer.

To Make Steady Customers

There is nothing that a dealer wants more than a large number of steady customers. Almost any dealer will have a fair size acquaintance he can count on. Those smokers will come in because they know him. But he is after new smokers. He wants to enlarge his list of steady customers.

The way to do that is to make friends with them quickly—the first time they call. And the way to make friends quickly is to show smokers a row of old friends in the showcase—cigars they know about—cigars they have seen advertised. Then the smoker won't feel like a stranger in a strange place.

It doesn't matter if the smoker was never in that store before. When he sees old friends lined up before him in the showcase he is going to feel at home, and when you make him feel at home you are apt to get him again. If he feels like a stranger in a strange place, when he goes out the door he is apt to be gone for keeps.

A Larger Profit for You

The 15c tin—the New Leader

Harmony
A PIPE BLEND of five distinct kinds of Imported and Domestic tobacco each kind alone having a delightful aroma and natural flavor without the slightest harshness.
Liggett & Myers Tobacco Co.

15¢
In the cream-colored, nut-brown tin

To Tobacco Retailers: There is an attractive *profit feature* for you in Harmony Pipe Blend not to be had in any other tobacco. Get our price list from your jobber showing our offer.

Note this Guarantee: We guarantee the sale of every ounce of Harmony and stand ready to take back any part of it and refund in cash the price paid.

Direct From Our Factory to You. Harmony will be sent fresh from our factory direct to you in drop shipments—one pound or more. You can thus assure your customers of always getting Harmony full of its original fresh flavor.

Liggett & Myers Tobacco Co.

HARMONY
A PIPE BLEND

Backed by Advertising: In addition to using the Saturday Evening Post, Harmony advertisements are appearing in all the leading magazines and weeklies having a total circulation of OVER NINE MILLIONS. It will pay you to push it *hard. Order from your jobber.*

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Wanted.

SALESMAN WANTS TO REPRESENT, in Eastern territory, manufacturer of Union-made cigars from $20 up, and non-Union cigars from $13 to $18. Commission basis. Address W. E. R., Box 153, care of "Tobacco World."

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

WANTED—By live business-getting brokers, factories in the First Districts, making goods from $16 to $28 per M. Can assure good business. Address Box 131, care of "Tobacco World."

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

For Sale.

FOR SALE—24 Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, care of "Tobacco World."

Situation Wanted.

POSITION WANTED—As superintendent or foreman, hand or suction work. Understand business thoroughly. Now employed with large concern. Want change. Best references. Address Box 133, care of "Tobacco World."

For Sale.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

Liggett & Myers Open Headquarters in Lincoln, Ill.

The Liggett & Myers Tobacco Company, have recently opened headquarters in Lincoln, Ill., and Charles G. Walsingham, territorial manager for the district, has been transferred from Quincy to Lincoln and hereafter will make his headquarters in that city. He will have charge of the sales in Logan, Mason, Pratt and DeWitt counties.

The Liggett & Myers brands, including "Velvet" smoking tobacco and "Chesterfield" cigarettes, are being advertised by special window displays arranged by Mr. Walsingham in Lincoln stores. At the George H. Scheid cigar store he has arranged a general Liggett & Myers window display, and for Jacob Stuckel a "Velvet" display. Other local merchants' windows would be decorated but for the fact that Mr. Walsingham has been unable to procure sufficient printed matter. The war has made it impossible for Liggett & Myers to supply their managers with all the display material they require.

"El Roi-Tan" Cigars a Big Leader in Nashville Territory

The Phillips-Trawick Company, of Nashville, Tenn., one of the largest cigar distributing houses in the Middle West, reports that demands for "El Roi-Tan" cigars are coming in from all parts of the territory. A member of the firm states that the increase in the demand for "El Roi-Tans" is showing a steady growth. Retailers report that the sales and profits are curtailed on account of not being able to keep this brand in stock.

GUMLESS BANDS
SANITARY AND EFFICIENT
FINEST IMPORTED
Cigar Bands and Labels
GARRETT H. SMITH
United States and Canadian Representative
Compañia Litográfica de la Habana, Habana, Cuba
106 EAST 19th STREET, NEW YORK CITY
Telephone, Gramercy 4880

State of Rio de Janeiro Interested in Tobacco Planting

The State of Rio de Jantiro has shown increased interest in the planting of tobacco. One fazenda or farm recently spent five contos in tobacco cultivation, and the crop amounted to 8500 kilos (18,739 pounds), which sold locally at 2 milreis (about 50 cents United States currency) per kilo, and yielded gross receipts of 17 contos (about $4250 United States currency). The profits amounted to 12 contos of reis, or $3000.

Among the planters some attention of a purely academic sort has been given to ascertaining whether the Turkish or Chinese tobacco would grow in Brazil. Both of these types are extensively used in the making of cigarettes of the so-called "Egyptian" type here; but the prevailing impression is that Brazil, like the United States, will always produce a dark, heavy, aromatic tobacco.

Decatur Cigar Business Changes Owners

Albert Anker, has purchased the retail cigar business of Frank McConnell, of Decatur, Ill., and has taken possession of the same. The wholesale business will be retained by Mr. McConnell. The stand will henceforth be known as the Anker Cigar Store and Billiard Parlor. Mr. Anker has lived in Decatur for a number of years and has proven his ability to conduct a clean place of business.

Marietta Cigar Store Changes Owners

After sixteen years as manager of the Scott & Ward cigar store on Putnam Street, Marietta, O., A. H. Scott has given over the management of the store to Ray M. Beagle. He will conduct a drug store in the same stand. The new store will be known as the Beagle Drug Company. It is an incorporated concern in which Messrs. Scott and Ward still own an interest. Mr. Scott expects to go to Florida to spend the winter months.

James F. Sullivan has recently leased the basement of the Clary Block in Seneca Falls, N. Y., and will establish a whoesale tobacco business there in connection with his retail trade.

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
122-222 WEST 18TH STREET NEW YORK

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

SUPER SIX:—39,929. For all tobacco products. October 19, 1916. American Lithographic Co., New York City.
EQUITY EXCHANGE:—39,930. For cigars. October 19, 1916. Hart & Murphy, St. Paul, Minn.
LITTLE ENGLISH:—39,931. For pipes and smoking articles. October 26, 1916. Geo. Melhado & Co., Roxbury, Mass.
SAN KENSON:—39,942. For cigars, cigarettes and tobacco. October 26, 1916. W. A. Kennedy & Sons, Chicago, Ill.
REAL STAR:—39,943. For cigars, cigarettes, smoking and chewing tobacco, cheroots, etc. October 30, 1916. Ferry Bar Cigar Co., Baltimore, Md.

TRANSFERS.

MI CORAZON:—10,419 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered April 16, 1891, by George Schlegel, New York City. By various transactions was acquired by the American West Indies Co., New York City, and re-transferred to Cien Porciento Co., New York City.
EL PLANO:—21,721 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered November 4, 1899, by American Litho. Co., New York City. By various transactions was acquired by the American West Indies Co., New York City, and re-transferred to Cien Porciento Co., New York City.
EL PATIO:—33,396 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered May 17, 1907, by American Litho. Co., New York City. By various transactions was acquired by the American West Indies Co., New York City, and re-transferred to Cien Porciento Co., New York City.
EL PROVISO:—22,954 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered July 13, 1900, by American Litho. Co., New York City. By various transactions was acquired by the American West Indies Co., New York City, and re-transferred to Cien Porciento Co., New York City.
MUSIC MASTER:—30,274 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered September 8, 1905, by American Litho. Co., New York City. By various transactions was acquired by the American West Indies Co., New York City, and re-transferred to Cien Porciento Co., New York City.
AGUILA DEL MUNDO:—30,271 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered September 7, 1905, by American Lithographic Co., New York City. By various transactions was acquired by the American West Indies Co., New York City, and re-transferred to the Cien Porciento Co., New York City.
LA VIVEZA:—22,410 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered March 7, 1900, by American Litho. Co., New York City. By various transactions was acquired by the American West Indies Co., New York City, and re-transferred to the Cien Porciento Co., New York City.
FEDERALUS:—29,253 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered November 4, 1903, by National Cuba Co., New York City. By various transactions was acquired by the American West Indies Co., New York City, and re-transferred to the Cien Porciento Co., New York City.
VISTA HERMOSA:—10,871 (U. S. Patent Office). For cigars. Registered March 1, 1904, by Schmidt & Co., New York City. By various transactions was acquired by the American West Indies Sales Co., and re-transferred to the Cien Porciento Co., New York City.
RUBIANA:—27,372 (Trade-Mark Record). For cigars. Registered October 8, 1902, by George Schlegel, New York City. By various transactions was acquired by the American West Indies Co., New York City, and re-transferred to the Cien Porciento Co., New York City.
BANGORA:—28,761 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered July 22, 1903, by Emil Steffens Co., New York Ciy, and transferred to Cien Porciento Co., New York City, on October 18, 1916.
TAMINA:—23,231 (Trade-Mark Record). For cigars. Registered September 14, 1900, by Henry Drucker, New York City. Transferred to American West Indies Co., New York City. Re-transferred to the Cien Porciento Co., New York City.
SERPINO:—28,916 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered August 25, 1903, by George Schlegel, New York City. By various transactions was acquired by the American West Indies Co., New York City, and re-transferred to the Cien Porciento Co., New York City.
EL FALCO:—16,332 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered February 3, 1899, by American West Indies Trading Co., New York City. Transferred to American West Indies Co., New York City, and re-transferred to the Cien Porciento Co., New York City.
IN-ERSEAL:—8,715 (U. S. Patent Office). For cigars, cigarettes and tobacco. Registered August 21, 1901, by the American West Indies Trading Co., New York City. Transferred to the American West Indies Co., and re-transferred to the Cien Porciento Co., New York City.
KING PETER:—25,802 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered July 13, 1903, by American West Indies Trading Co., New York City. Transferred to American West Indies Co., New York City, and re-transferred to the Cien Porciento Co., New York City.
LA ZOTTA:—22,045 (Tobacco Leaf). For cigars, cigarettes and tobacco. Registered October 17, 1901, by American West Indies Trading Co., New York City. Was transferred to American West Indies Co., New York City, and re-transferred to the Cien Porciento Co., New York City.
EQUALO:—22,044 (Tobacco Leaf). For cigars, cigarettes and tobacco. Registered October 17, 1901, by American West Indies Trading Co., New York City. Was transferred to American West Indies Co., New York City, and re-transferred to the Cien Porciento Co., New York City.
FLOR DE COMPTOLA:—23,298 (Trade-Mark Record). For cigars. Registered October 1, 1900, by American West Indies Trading Co., New York City. Was transferred to the American West Indies Co., New York City, and re-transferred to the Cien Porciento Co., New York City.
ALVAGAR:—18,021 (Tobacco World). For cigars, cigarettes and cheroots. Registered June 17, 1909, by Alvarez & Garcia. Was acquired by the Sola Cigar Co., and transferred to the Cien Porciento Co., New York City, on October 20, 1916.
FLOR DE LUIS:—19,610 (Tobacco World). For cigars, cigarettes and cheroots. Registered February 5, 1910, by Alvarez & Garcia, New York City. Was acquired by the Sola Cigar Co., and transferred to the Cien Porciento Co., New York City, on October 20, 1916.
JOSE GARCIA:—20,218 (Tobacco World). For cigars, cigarettes, cheroots, stogies and tobacco. Registered May 19, 1910, by Alvarez & Garcia, New York City. Was acquired by the Sola Cigar Co., New York City, and transferred to the Cien Porciento Co., New York City, on October 20, 1916.
RAGALVA:—22,121 (Tobacco World). For cigars, cigarettes, cheroots, stogies and tobacco. Registered April 18, 1911, by Alvarez & Garcia, New York City. Was acquired by the Sola Cigar Co., New York City, and transferred to the Cien Porciento Co., New York City, on October 20, 1916.
DUKE OF GERONA:—21,180 (Tobacco World). For cigars, cigarettes and tobacco. Registered November 30, 1910, by The Moehle Litho. Co., Brooklyn, N. Y. Was transferred to Alvarez & Garcia, New York City, re-transferred to the Sola Cigar Co., and re-transferred to the Cien Porciento Co., New York City, on October 20, 1916.
COMPTOLA:—21,896 (Trade-Mark Record). For cigars. Registered December 8, 1899, by Henry Drucker. Was transferred to the American West Indies Co., New York City, and re-transferred to the Cien Porciento Co., New York City.
FLOR DE CAPARRA:—22,245 (Tobacco Leaf). For cigars and cigarettes. Registered November 16, 1901, by M. Sola & Sons, New York City. Was transferred to the Cien Porciento Co., New York City, on October 21, 1916, by the Sola Cigar Co., successors to M. Sola & Sons.
TANTOS:—23,966 (Tobacco Leaf). For cigars, cigarettes and cheroots. Registered September 22, 1902, by M. Sola e Hijos, New York City. Was transferred to the Cien Porciento Co., New York City, on October 21, 1916, by the Sola Cigar Co., New York City, successors to M. Sola e Hijos.
DONARICA:—35,633 (United Registration Bureau). For cigars. Registered January 26, 1910, by M. Sola e Hijos, New York City. Was transferred to the Cien Porciento Co., New York City, on October 21, 1916, by the Sola Cigar Co., New York City, successors to M. Sola e Hijos.
BENDITOS:—23,967 (Tobacco Leaf). For cigars, cheroots and cigarettes. Registered September 22, 1902, by M. Sola e Hijos. Was transferred to Cien Porciento Co., New York City, on October 21, 1916, by the Sola Cigar Co., New York City, successors to M. Sola e Hijos.

A cigar factory is to be opened shortly in Mt. Wolf, Pa., by a company composed of W. O. and J. C. Knaub and William Kauffman.

JOSE F. ROCHA Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

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PACKERS OF SEED LEAF TOBACCO

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And Packers of
LEAF TOBACCO
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168 Water Street . . . . . New York

JULIUS MARQUSEE, 141 Water Street, New York
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Cigar Ribbons, Silk Imitation and Muslinola Ribbon
Printed or Stamped in Gold or Silver

Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

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SPECIALTY—VUELTA ABAJO AND ARTEMISA

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Leaf Tobacco Merchant

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NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
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WM. WICKE RIBBON COMPANY

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ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

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GEORGE W. HELME CO., 111 Fifth Ave., New York

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LOUIS G. CAVA, Mgr.

J. K. LEAMAN

Packer of and Dealer in **Leaf Tobacco**

Office and Salesroom
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Warehouse: Bird-in-Hand, Lancaster Co., Pa.

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LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

LESLIE PANTIN

Commission Merchant
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I. KAFFENBURGH & SONS
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Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 186 WATER STREET, NEW YORK

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Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco

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E. L. NISSLY & SONS
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Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

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Office and Warehouse, 18 East Clark Avenue, YORK, PA.

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For Genuine Sawed CIGAR BOXES, Go to Established 1880

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322 Chestnut Street

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CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1864
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27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

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NEW YORK

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Coupon Cigar Pockets
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INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
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Sole Owners and Manufacturers
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Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS
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CIGAR LABELS & BANDS
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CIGAR LABELS OF HIGHEST QUALITY — CIGAR BANDS, SHOW CARDS, FOLDING BOXES, ETC.
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LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
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These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. ∴ No bogus Advertising admitted.

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OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
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Established 1894
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REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

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Formerly of
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Copenhagen Snuff

To Be

ABSOLUTELY PURE

WE guarantee Copenhagen Snuff is made from the whole leaf of Tennessee and Kentucky Tobacco.

We guarantee the sweetening and seasoning and flavors and scent, in fact everything that is added to the tobacco or put on the tobacco, is pure and may be used freely in food under the United States Pure Food Laws.

OUR OFFER

THAT every user of Copenhagen Snuff can feel entirely safe and know that he is using a pure tobacco, we offer to any man (including our own employees) Five Thousand Dollars who will show our guarantee to be incorrect, or to any man who finds in Copenhagen Snuff as manufactured and shipped by us anything used in the tobacco or on the tobacco that may not be used freely in food products under the United States Pure Food Laws.

Weyman-Bruton Company

50 Union Square

New York

J. Peterson

PRESIDENT

El Principe de Gales

OLD STANDARD

HAVANA-CIGARS

A BRAND WITH A WONDERFUL RECORD

AN UNINTERRUPTED SALE FOR MORE THAN 60 YEARS

A STANDARD OF VALUE AMONG HAVANA LINES

HAVANA AMERICAN CO.

111 FIFTH AVENUE NEW YORK

The Man Who Smokes Them Says—

"It is the BEST CIGAR VALUE IN THE WORLD at 5c."

That is the reason the

John Ruskin

Cigar is one of the World's Biggest Sellers.

John Ruskin 5¢

THEY COULD BE SMALLER-BUT NOT BETTER

John Ruskin Cigars are handmade and the Havana tobacco used is the choicest grown. They're mild—Big and Fragrant.

Valuable Profit Sharing Voucher on the Band of Each John Ruskin Cigar.

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NEWARK, N. J.

Largest Independent Cigar Factory in the World.

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My! Oh, my! what a jolt some received when the real returns came in; and my, how happy others became.

But the suspense was awful—truly we don't want any more "close ones" like that.

You avoid that uncertainty, that suspense, when you sell *BOLD* cigars. You know *POSITIVELY* that no other brand can beat it. The returns always prove *BOLD*

"Above All"

BOBROW BROTHERS

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DECEMBER 1st 1916

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Ecuador Establishes Tobacco Monoploy

The Retailer and the Trade Paper, II

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Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Market

Registration of New Brands of Cigars Cigarettes, Tobacco, Etc.

ESTABLISHED 1881

Vol. XXXVI No. 23

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C. LOZANO J. M. LOZANO

TRADE MARK
Reg. U. S. Pat. Office

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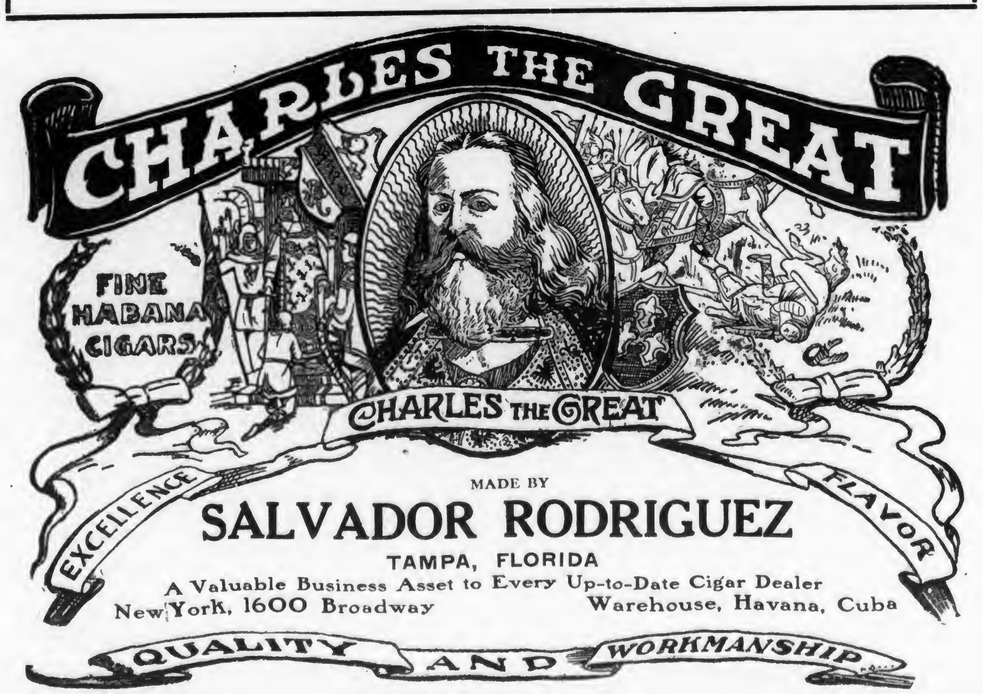
Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue



MADE BY

SALVADOR RODRIGUEZ

TAMPA, FLORIDA

A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba

By Special Appointment To the Late King Edward VII

Philip Morris

The World's Oldest Highgrade Turkish **Cigarettes**

Plain End or Cork-Tipped

"The Little Brown Box"

PHILIP MORRIS & CO., LTD.

72 Fifth Avenue New York

Londres Grandes

The Juan P. Portuondo

CIGAR MFG. CO.

PHILADELPHIA

MANILA CIGARS

As Mild and as Cool

as a breeze from the sea—Manila Cigars burn perfectly—They are all hand made, Spanish method—They have body and character—A high standard of quality is rigidly maintained under Government supervision and inspection.

Look for the Government Guarantee Stamp on Every Box

Darby & Joan Cigars

The VETERANO SIZE is the Finest All Habana Cigar ever made at **2 for 25c.** having that delicate Mildness and Fine Aroma Sought by Connoisseurs. Made only by

JOHN W. MERRIAM & CO.

101 Spring Street, New York

(MERRIAM CIGARS INC., SUCCESSOR)

For Gentlemen of Good Taste

San Felice

CIGARS

The Deisel-Wemmer Company

LIMA, O.

F. C. LOZANO J. M. LOZANO

TRADE MARK
Reg. U. S. Pat. Office

F. LOZANO, SON & CO.

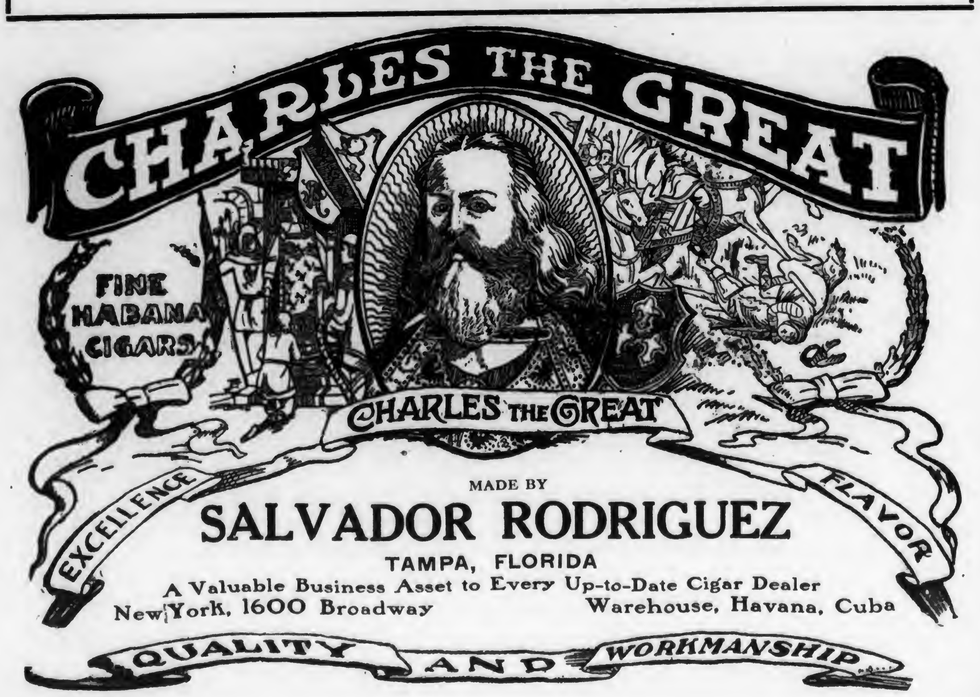
U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue



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The Deisel-Wemmer Company

LIMA, O.

INTENTIONAL 2ND EXPOSURE

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street - New York

Board of Trade Bldg., Montreal, Canada

SOL HABANA

Behrens & Co.

Havana, Cuba

Estrella No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

P. LORILLARD CO. ESTABLISHED 1760

STAG

EVER-LASTING-LY GOOD

We've put over some big things in 156 years of leadership.

STAG is the biggest thing we ever put out in the tobacco line.

—**Biggest in goodness!**

—**Biggest in quality!**

—**Biggest in value!**

It pays to recommend STAG!

STAG BACKS YOU UP!

Made at our Newark, N. J., Factories

ROCKY FORD

HAND MADE - NICKEL CIGAR

We also manufacture at our several Pittsburgh factories, a very attractive and extensive line of cigars and stogies to retail at 2 for 5 cents, and 3 for 5 cents. Our leaders

"FAMOUS" and "FLAG HEADS"

Write for full information

UNION AMERICAN CIGAR CO.

General Offices. PITTSBURGH, PA.

YEARS OF EXPERIENCE HAVE MADE

PUNCH

A Cigar with Hardly a Rival

MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba

AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

Free! **SAMPLES** Free!

Ask and You Will Receive

....FIFTH AVENUE....

A Union Made Cigarette of Quality

10c FOR PACKAGE of 10

Mouthpiece, Cork or Plain Tip

I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.

LIVE DISTRIBUTORS WANTED

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY

LA FLOR DE R. A. BACHIA Y CA. TRADE MARK HABANA

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK

FACTORY TAMPA FLORIDA

WAREHOUSE LEALTAD 129 HAVANA

A Favorite with the BEST Cigar Stores Restaurants Hotels and Clubs

Manufacturers

PEDRO CASTRO & CO., Tampa, Fla.

New York Distributers

LOUIS G. SMITH & CO., 52 Beaver Street

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.

RICHMOND, VA.

'Twas the night before Christmas

and all through t
dealers were bewa ir shortsightedness
which left them u o supply the demand
for Tuxedo Chris s.

That was last Christmas!
Don't let it happen this year.

MAKE SURE right now that *this* Holiday Season you're going to have a big, plentiful stock of Tuxedo Christmas Jars on hand to supply every single call you get.

Order from your jobber *today*—and order *enough* to last till closing time Christmas Eve.

And remember—the demand for Tuxedo Jars this Christmas will be *double* that of last year.

Because the Tuxedo Holiday Packing is the most beautifully decorated and most attractive ever handled by the trade and supplied to the public.

A word to wise dealers—"Prepare!"

THE AMERICAN
TOBACCO COMPANY

TIGHT BINDING TEXT CUT OFF

A Larger Profit for You

The 15c tin—the New Leader

Harmony
A PIPE BLEND of five distinct kinds of Imported and Domestic tobacco each kind alone having a delightful aroma and natural flavor without the slightest harshness.

15¢
In the cream-colored, nut-brown tin

To Tobacco Retailers: There is an attractive *profit feature* for you in Harmony Pipe Blend not to be had in any other tobacco. Get our price list from your jobber showing our offer.

Note this Guarantee: We guarantee the sale of every ounce of Harmony and stand ready to take back any part of it and refund in cash the price paid.

Direct From Our Factory to You. Harmony will be sent fresh from our factory direct to you in drop shipments—one pound or more. You can thus assure your customers of always getting Harmony full of its original fresh flavor.

Liggett & Myers Tobacco Co.

HARMONY
A PIPE BLEND

Backed by Advertising: In addition to using the Saturday Evening Post, Harmony advertisements are appearing in all the leading magazines and weeklies having a total circulation of OVER NINE MILLIONS. It will pay you to push it *hard. Order from your jobber.*

The Real Independent Factory in Havana

"PARTAGAS"

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

CIFUENTES, PEGO Y CA.,
172 Industria :: Havana, Cuba

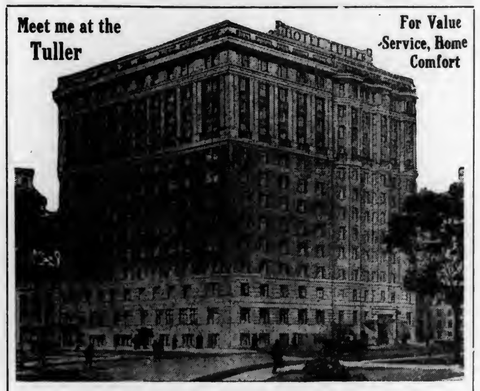
ROBERT E. LANE

General Representative for United States and Canada

115 Broadway New York

Meet me at the Tuller

For Value Service, Home Comfort



New **HOTEL TULLER**

Detroit, Michigan

Center of business on Grand Circus Park. Take Woodward car, get off at Adams Avenue

ABSOLUTELY FIREPROOF

200	Rooms,	Private	Bath,	$1.50	Single,	$2.50	Up Double
200	"	"	"	2.00	"	3.00	" "
100	"	"	"	2.50	"	4.00	" "
100	"	"	"	3.00 to 5.00	"	4.50	" "

Total 600 Outside Rooms

ALL ABSOLUTELY QUIET

Two Floors—Agents' Sample Rooms

New Unique Cafes and Cabaret Exellente

Remarkable Leaders
among
CLEAR HAVANA BRANDS

These are cigars Made—In—Bond and smoked from Coast—to—Coast, enjoying an enviable reputation among dealers for "Repeat" calls.

You should stock at least one of these brands:

"El Briche"
"Hoyo de Cuba"
"Flor de San Martin & Leon"

Jobbers and Dealers have not been slow to appreciate the value of Clear Havana brands that duplicate, as is testified by the steadily increasing sales.

San Martin & Leon cigars are favorites with the consumer. Do not lose trade and profits by failing to have these goods in stock.

San Martin & Leon
Tampa, Florida

Member, Tobacco Merchants' Association

LIPSCHUTZ'S 44 CIGARS

"44 Cigar Co." Philadelphia

BAYUK BROTHERS

"HAVANA RIBBON"

FIVE CENT CIGAR

PHILADELPHIA

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

E. H. GATO CIGAR COMPANY

FOR FORTY YEARS THE STANDARD

By Which Clear Havana Cigars Are Judged

1871 GATO 1871

Write for Open Territory
Factory: Key West, Fla.

New York Office: 203 W. Broadway

T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

DIAMOND JOE TRADE MARK CIGAR FACTORY ESTABLISHED 1850

Chancellor Denby

BEST THAT SKILL, ENERGY AND MONEY CAN PRODUCE

H. FENDRICH, Maker, EVANSVILLE, IND.

5c CIGAR

A Beautiful Inexpensive Gift
TO remember your friends at Christmas time with something that will make them remember you time and again for months to come—to send a token of regard that is at once beautiful and useful—to select a gift that reflects your own good taste and compliments the artistic appreciation of the recipient
—yet costs but a nominal sum—send a deck or two of
CONGRESS PLAYING CARDS
Congress Cards are made to be admired. Their backs are reproductions in full color of great canvases by master artists. Their edges are gilded like a rare volume de luxe. They have a faultless air-cushion finish. Some are in the small, dainty French size. They are packed in telescoped boxes stamped in gold. Yet so reasonably priced that one does not hesitate to buy them and use them. Many new backs now ready for the holidays. Ask your dealer.
Bicycle Playing Cards—For general play. Favorites in homes and clubs everywhere. Ivory or air-cushion finish. Club indexes.
A Book for Everybody Who Plays Cards or Wants to Learn—The Official Rules of Card Games. 300 games. 250 pages. Just revised. Send 15c for a copy of this new edition to
THE U. S. PLAYING CARD CO.
Dept.——, Cincinnati, U. S. A. Toronto, Canada.

THIS advertisement will be seen by practically everybody in your section, wherever you may be, because it will appear in all these leading magazines:

The Saturday Evening Post
The Literary Digest
Life
Cosmopolitan
Vogue
Vanity Fair
Harper's Bazar
Theatre Magazine and
MacLean's Magazine

Cash in on this Gift Suggestion

THIS YEAR the people in your section will buy more Congress Playing Cards as Christmas gifts than ever before. They all know that Congress Cards are appreciated by everybody, and they will gladly follow the suggestion in the advertisement reproduced above. Why not attract to your store a goodly number of these Congress buyers? Why not make your share of these ready sales and have the opportunity of interesting these customers in other holiday goods as well?

Now, of all times, it is decidedly to your interest to stock and show Congress Cards. If you already sell them be sure that you have the following new backs in the new French size for the Christmas trade; Mutter, Fountain, Muse, Vista, Sappho, Orpheus. There will be a persistent demand for them. If you have never carried Congress Cards have your jobber send you an assorted lot containing the backs mentioned. The investment is nominal, the turnover quick, the profit good.

BICYCLE PLAYING CARDS — The increased sale of playing cards at this season is not confined to the art designs. Many people will give their friends two or three decks of Bicycle Cards for general play. So don't overlook this opportunity to attract Bicycle buyers to your store.

THE U. S. PLAYING CARD COMPANY
CINCINNATI, U. S. A. TORONTO, CANADA

American Sumatra Tobacco Co.

LARGEST PRODUCERS OF SHADE TOBACCO IN THE WORLD

Our 1916 Crop of

SHADE WRAPPERS

grown upon our Connecticut, Florida and Georgia Plantations, mark a new era in the history of the industry.

AMERICAN SUMATRA TOBACCO CO.
142 WATER STREET, NEW YORK

HEEKIN CANS

MAKE THE BEST CONTAINERS

for cigars, stogies, chewing or smoking tobacco.

BECAUSE They're air-tight and dust-proof.
They keep your product fresh, clean and aromatic.
They are attractive and distinctive.

Our special process of color lithographing produces the most striking, attention-attracting containers. Designs and trade-marks reproduced or originated by our art department.

May we send a sample?
Your name on a postal brings it.

THE HEEKIN CAN COMPANY
Culvert, 6th and New Streets
CINCINNATI, O.
"Heekin Can Since 1901"

H. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL
S. Loewenthal & Sons
Importers of Havana and Packers of Leaf Tobacco
123 MAIDEN LANE, NEW YORK

QUALITY MANILAS
"MAGALLANES"
SIDNEY J. FREEMAN, Sole Agent in U. S. A.
123 Liberty Street New York City

Fancy Cigar Boxes
made by
Henry H. Sheip Mfg. Co.
Columbia Ave. and 6th St.
PHILADELPHIA

Write for exclusive agency for the
"Lord" Cigar

The Cigar that the

Consumer comes back For

"Exceedingly Better"
HENRY'S CIGAR CO., Philadelphia, Pa.

QUESTION: "Why is FRAT cleaning up?"
ANSWER: "Biggest value in smoking tobacco world."

10c quality—10c quantity—retails in the Patterson duo-paper package at

5c

Would cost double in tins.
Most jobbers are supplied.

Patterson Bros. Tobacco Co. Inc.
Original Pattersons of Richmond, Va.

M. MELACHRINO & CO., Inc.
EGYPTIAN CIGARETTES
You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. / Capetown, South Africa } Calcutta, 10 Government Place / Alexandria, Rue Cherif Pacha } CAIRO, Head Office and Factory / Hamburg, 18-20 Grouse Backerstrasse
AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVI. PHILADELPHIA AND NEW YORK, DECEMBER 1, 1916. No. 23.

BOBROW BROTHERS SECURE NEW FACTORY TO CARE FOR BUSINESS

Building Acquired at Fifth and St. James Streets—Contains 60,000 Square Feet of Floor Space—Will Occupy New Quarters About January First—Demand for "Bold" Cigar Keeps Growing

ONE of the interesting activities in local real estate circles has been caused by the purchase by Bobrow Brothers, manufacturers of the "Bold" cigar, of the property at Fifth and St. James Streets for a sum said to approximate $200,000. The building consists of five stories and a basement. It will be immediately renovated and equipped as a cigar factory. Office headquarters will be established on the first floor. It is expected that the firm will remove to the new quarters about January 1.

The new building contains 60,000 square feet of floor space, is modern in every respect, and contains its own power plant. There will be installed tobacco sweat rooms and commodious humidors.

The building has a frontage of fifty-two feet and a depth of two hundred feet. The factory abuts the new Penn Mutual Building and has a most attractive outlook upon Washington Square and the Curtis Building.

With the occupation of the new factory, Bobrow Brothers will discontinue their factories at 135 Arch Street, 125 South Second Street and 114 South Second Street.

The rapid growth of Bobrow Brothers to a position among the leading nickel cigar manufacturers of the country is one of the surprises of the local industry. The firm had its modest beginning about nine years ago, and for several years the progress of "Bold" was slow, although its output showed steady growth. Within the last four years, however, the sales of their nickel brand have increased enormously. The smokers of the country have continued to show a preference for "Bold" cigars to such an extent that for more than a year the factories have been working to capacity to supply the demand. At present, as is the case with other large manufacturers, they are heavily oversold.

Just what the output for their fiscal year will be cannot be stated definitely, but the figures will not fall far short of one hundred million at the present rate of production.

It was only a few years ago when the office force consisted of Messrs. Charles and Harry Bobrow, A. M. Schwarz and Miss Rose Bobrow (now Mrs. Harry Petrosky). Today the offices hum with the clicking of half a score of typewriters and adding machines, and the force is continually being augmented.

Another indication of their growth is seen in the necessity for larger quarters. Certainly "Bold" cigars continue to sell at a whirlwind pace.

New Wholesale Headquarters for Yahn & McDonnell

Because of the rapid growth of their wholesale department Yahn & McDonnell have found it necessary to lease the double store, at 1311-1313 Sansom Street, to which this branch of the business will be removed. The lease covers the first floor and basement, and is for a term of five years.

REVENUE COMMISSIONER ISSUES RULES FOR ANNUAL INVENTORY

Collector or Deputy to Make Personal Examination—All Classes of Tobacco Must Be Weighed Separately—Oath Must Be Taken as to Correctness of Declaration

INSTRUCTIONS were issued last Wednesday by the Commissioner of Internal Revenue at Washington, calling for an inventory to be made by cigar and tobacco manufacturers on January 1 next, in accordance with the provision of law. This law requires an annual inventory by manufacturers of tobacco, snuff, cigars and cigarettes, upon the penalty of a fine of not less than $500 nor more than $5000, and imprisonment of not less than six months nor more than three years. The Commissioner stated:

"These statutes also require that the collector or his deputy shall make personal examination of the stock sufficient to satisfy himself as to the correctness of the inventory and shall verify the fact of such examination by oath to be indorsed on the inventory.

"The making of true inventories is of the greatest importance. Too much stress cannot be laid upon the necessity for their accuracy. No claim of failure to make a true inventory—in which certain tobacco was not included—submitted in response to notice to show cause against assessment for omitted tax on apparent deficiencies shown in an examination of a manufacturer's account, will be entertained.

"In making the required inventory on January 1 next manufacturers should observe carefully the following instructions:

"1. All tobacco material in the factory should be segregated according to the classification provided in the inventory blank.

"2. Each class of tobacco should be weighed separately, and all unstemmed tobacco stored off the bonded factory premises for which permission has been granted by the Commissioner, must be included in the inventory. Each entry made in the inventory blank should be compared with the entry made of same in the manufacturer's revenue book, which should correspond.

"3. Tobacco dust, siftings, sweepings and waste on hand shall not be included in any class of tobacco except that in cigar manufacturer's inventory, Form 70B; same may be reported under the head of 'waste' only.

"4. A list should be made of the weight and marks of each unopened hogshead, case or bale, or other package of tobacco, and all broken packages or loose tobacco within the factory should be included in such list, with a sufficient description of same for identification by the deputy who will call to verify the inventory, and also of all unstemmed tobacco stored off the bonded factory premises. Such list should be made on the back of the inventory form or preserved on separate sheets of the same size and attached thereto.

"5. An accurate record should be kept of the quantity of each class of tobacco (in the condition in which inventoried) used after the inventory is taken to the date of the visit of the deputy calling to verify the same.

(Continued on Page 18)

THE TOBACCO WORLD

ESTABLISHED 1881

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J. LAWTON KENDRICK, Treasurer

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HOBART BISHOP HANKINS .....Advertising Manager

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TAMPA MILWAUKEE LANCASTER CINCINNATI
CLEVELAND LOS ANGELES SEATTLE
HAVANA, CUBA, OFFICE—PERSEVERANCIA 8, CARLOS M. WINTZER
Representative

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Single Copy .....15 Cents

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Our meagre experience in the retail cigar and tobacco trade leads us to believe that the average dealer has never had a very large margin of profit to work on, consequently we have no millionaire acquaintances in this line of business. But when we look about and find our many retail friends still selling most of the leading five-cent cigar brands at six-for-a-quarter we must conclude that their profits are larger than we supposed, or else they have joined the ranks of the philanthropists.

To the Dealer

We arrive at this conclusion because we **know** that the prices on leading brands have been advanced—advanced by the manufacturer because of dire need. We **know** that when these brands are still sold at six-for-a-quarter there is an appreciable decrease in profits. Certainly no retailer will claim that there is a sufficient increase in sales, with a proportionately quick turnover of capital, to keep the ratio of profits where it was before the increase.

If the costs of goods increase and the retail price remains the same, and the sales remain the same, profits must be less. If living expenses are twenty to twenty-five per cent. higher, and you are making less money, how long can you remain in business?

The retailer **must** get more money for his goods. It costs him more to do business, and more to live, than formerly. The retailer must get a larger profit than ever before. He will better his class of trade, and stand higher in business if he conducts it on a business basis.

There is no assurance that the cost of five-cent brands will not be subject to a further increase. In fact it is a probability. The dealer will be compelled to get at least **five cents straight** then. Why not be "safe and sane" and get it **now?**

Don't sacrifice your business because you fear your competitor. The more business he does on a "break-even" basis the sooner he will be out of your way. Make it a point to see that **you** get a fair profit on your goods. Don't stay in business "for your health." If you do, the time is coming when you are going to "enjoy" poor health.

Put the **"five cents straight"** sign on your nickel brands **today,** and see that you **get it. You need it.**

In the News

"Oretaniv," our Havana correspondent, calls attention to the fact that the Argentine Republic is becoming a rival of United States cigar manufacturers in the purchase of Remedios leaf.

For the first ten months of 1916 the imports of cigars from Cuba to the United States have increased more than seven and one-half millions over 1915. Great Britain has fallen off more than nine millions in the same period.

Colin M. Hoskins, of the United States Internal Revenue Bureau of the Philippine Islands, is in New York in the interest of the Manila cigar and tobacco industry. He urges the retailers to feature the better grades of Manila cigars.

President M. A. Suarez, of the Association of Leaf Dealers, Packers and Growers of Tobacco of the Island of Cuba, recently called on the new Mayor of Havana, to request that the edict prohibiting smoking on the open electric cars be revoked. Formerly smokers enjoyed the privilege of the last four seats.

J. E. Kinsie, owner of the Arcade Cigar Store, 30 South Clark Street, Chicago, Ill., won an odd election bet from R. E. Eberly, an attorney. As soon as President Wilson's re-election was affirmed, the attorney had one side of his head and one side of his mustache shaved. Also he wore a Navajo blanket instead of a coat for a week. It will take longer than a week for his hair to grow again.

NOW IS THE TIME

IF you want to increase your business in the cigar manufacturing industry, TODAY is the time to start your campaign. Cigar manufacturers who can handle more accounts will find many opportunities awaiting them if they make the fact known. This year most of the big factories are already oversold with no hope of catching up for several months. Jobbers, and others, who have counted upon certain manufacturers filling their orders for private brands find themselves disappointed. They do not know where to turn for help. They cannot find the answer in the trade papers. The manufacturers who are advertising today are building for the future. Most of them are oversold today. They will have orders on hand when others are cutting down their forces. The Tobacco Trade Papers are the big forces that distribute the news of the industry. To the advertising columns of the trade papers every progressive member turns in the hour of need. This is the hour. The jobbers and dealers need more cigars; the manufacturers need leaf, paper bags, boxes, tin containers, labels, leaf tobacco and MORE HELP. We cannot assist in the solution of the labor problem. WE CAN HELP in the other matters. If you can manufacture more cigars, are looking for new connections, or can supply any of the above mentioned articles needed by manufacturers, ADVERTISE TODAY IN THE TOBACCO TRADE PAPERS. THE "TOBACCO WORLD" STANDS READY TO SERVE ANY MEMBER OF THE TRADE TO THE BEST OF ITS ABILITY. Don't put it off until tomorrow. TODAY IS THE APPOINTED TIME. SAFEGUARD YOUR PRESENT AND FUTURE BUSINESS BY ADVERTISING TO THE TRADE.

"Handbook on Trade-Marks" a Valuable Brochure

Unquestionably a valuable service has been rendered to the tobacco industry by Counsellor Dushkind, Secretary of the Tobacco Merchants' Association, who has recently published a booklet with the title, "Handbook on Trade-Marks."

As Mr. Dushkind says in his introduction, the booklet is not intended as a law text book or treatise on trade-marks; it is intended only as a guide, and certainly as such it will serve admirably.

This brochure has been long needed by the trade and the information contained therein would have saved and will save much money and litigation for manufacturers.

In this booklet is discussed the requisites of valid trade-marks, invalid trade-marks, simulating and infringing marks, registration of trade-marks, advantages of registration, foreign registrations, territorial extent, adoption of abandoned trade-marks, assignability of trade-marks, proof of ownership, etc. These subjects are discussed in a clear and concise manner, and will prove of great value to every person interested in the subject.

The book is being distributed to members of the Tobacco Merchants' Association, and may be purchased by others for one dollar.

The Gumless Cigar Band

Garrett H. Smith, the well-known representative of the Compania Litografica de la Habana, with headquarters at 106 East Nineteenth Street, New York City, is now offering to the trade his new gumless cigar bands, for which he claims many economic features.

Before proceeding to market this invention, Mr. Smith has given the band the most thorough tests. After several months of experiment he finds that it saves four handlings in manufacture and four movements of the bander. It also saves leakage from spoiled bands, spots on cigars, which are often due to banding under the old method, broken wrappers, complaints and spoiled dispositions.

It protects the consumer from the irritating processes of removing the band, which often result in torn wrappers, and so does away with the only argument that the consumer advances for his desire for unbanded cigars. Thus a great advertising medium is preserved and the manufacturer is sure to be protected against imitators.

Further, it does away with the use of adhesives, and thus preserves the bander's health and assures the smoker of a highly sanitary cigar.

Elias Spingarn Dead

Elias Spingarn, senior partner in the old leaf tobacco importing house of E. Spingarn & Company, died on Wednesday last, after a two weeks' illness. Mr. Spingarn had been in poor health for some time but until he contracted a cold, two weeks prior to his death, there was no indication of a serious illness.

Mr. Spingarn was a native of Austria. More than sixty years ago he came to America and with a brother established a cigar factory at 5 Burling Slip. This address has been their headquarters ever since. Both men had a good knowledge of leaf tobacco and it was only a short step from cigar manufacturing to the leaf importing business which they soon entered.

For more than fifty years the firm of E. Spingarn & Company has enjoyed an enviable reputation in the tobacco trade. Samuel Spingarn, the brother, withdrew from the firm, leaving the management of the business to Elias Spingarn and two of his sons, Harry and Sigmund.

Mr. Spingarn was eighty years old. He is survived by a widow and four sons, Joel E. Spingarn, a professor in Columbia University; Arthur V. Spingarn, an attorney at 55 Liberty Street; Harry J. and Sigmund Spingarn who were associated with their father in the firm of E. Spingarn & Company.

Mr. Spingarn was held in the highest esteem by his associates and those who knew him, and for his kindly disposition and many sterling qualities he will be greatly missed.

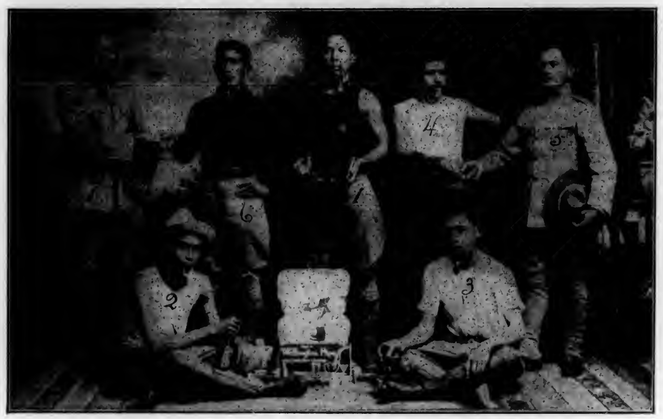
Girl Is Owner of Waterloo Cigar Store

The cigar store in the Leavitt & Johnson Building, Waterloo, Ind., operated by R. G. Bailey has recently been sold to Miss Lydia Henry and hereafter the store will be known as "Lydia's Palace." For three years she was employed at the Ellis cigar stand and for the past six months has been in the employ of Mr. Bailey, so that she is not unfamiliar with the cigar business. Miss Henry states that she will carry a complete line of cigars, tobacco and pipes and while she does not have the largest store in Waterloo, she aims to make it the most popular.

Batavia Cigar Store Changes Owners

The Senate Cigar Store, 44 Main Street, Batavia, N. Y., has recently been sold to George N. Wilber. Possession will be given on December 1. On January 1, 1917, F. L. Sager, will remove his barber shop to the same location.

"Wellington" Pipes in the Philippines



The national popularity of the "Wellington" pipe is indicated in the above photograph, which shows a group of Philippine Band men testifying to their devotion to this popular make of William Demuth & Company. Mr. Wilson, of the Demuth Company, intimates that the only reason he was not convinced by Doc Cook's tale of the discovery of the North Pole is that Doc failed to mention that he found an Eskimo standing on the spot keeping his hands warm over the bowl of a "Wellington" pipe. Mr. Wilson is confident that there are "Wellington" pipe smokers at the North Pole.

The Manila office of John Rothschild & Company, with headquarters in San Francisco, received a letter and the above photograph from the Augur Barracks, Jole, P. I., stating that this group of Band, 5th Bn., Philippine Scouts, are accustomed to using the "Wellington" pipe. The men in the photograph are: 1, Gumersindo Joaquin (Leader); 2, Rosendo Ballesteros; 3, Gregorio Diaz; 4, Balvino Verona; 5, Jose Pillado; 6, Vincente Agor; 7, Vidal Gunsalez.

Tampa

Cigarmakers Go Back to Work—Sure to Be a Big Shortage of Tampa Goods—Corral, Wodiska y Ca. Closing Big Year's Business—D. H. Moulsdale at the Sanchez y Haya Factory.

Tampa, Fla., Nov. 25, 1916.

THE clear Havana cigarmakers' strike is apparently over and the five thousand people who have been out of work for the past two weeks will return to their benches on Monday. Mayor McKay succeeded in bringing about a compromise which gives the cigarmakers an increase of $1 a thousand on long filler cigars and 50 cents a thousand on short filler goods. These prices to become effective on January 1, 1917. The cigarmakers demanded an increase of $3 a thousand. The manufacturers agreed to the new scale provided it was accepted by the strikers. A vote followed and 1394 voted to return to work while 1266 declared for a continuation of the strike.

When the strike occurred the committees representing both sides were unable to agree and the situation became deadlocked. Then the Rotary Club and Board of Trade officials appointed a citizens' committee to try and bring the two factions together. It was unable, however, to bring about a settlement. Then Mayor McKay took up the role of peacemaker with the above result.

During the strike many cigarmakers left for other cities and as there was already a shortage of help it is now greater.

The strike of the shade-grown workers followed by the one of the clear Havana cigarmakers has worked much harm to the industry. The Tampa factories have had an unusually prosperous year from the standpoint of orders although their profits have doubtless been much smaller in proportion to the amount of business done. The Fall and Christmas orders that came in meant capacity work for most of the factories if they filled all orders. These strikes have been a serious handicap to the output and scores of jobbers in all parts of the country will be short of Tampa cigars this year. Every effort is being made by the manufacturers to fill all orders, but it seems like a physical impossibility.

Following a visit to Cuba Angel L. Cuesta, Sr., has returned to the factory. He made some purchases of leaf while in Havana.

Faustino Lozano and Jose Lozano have gone to New York and will probably remain there over the holidays.

Ed Wodiska is now in Chicago. The factory of Corral, Wodiska y Ca., is just closing a tremendous year's business despite the many handicaps that have beset them.

D. Harry Moulsdale, of the Sanchez y Haya factory, is here on a visit.

Matthew Berriman and Jose Cosio, of the Berriman Brothers factory, are among those who have recently gone to Havana.

Jose Garcia, of Perfecto Garcia & Brothers, has been a visitor at the factory. He has since returned to Chicago.

Perfecto.

The Great Western Cigar Company, of Mason City, Ia., is one of the growing industries of that place. Its goods are to be found in almost every town in northwestern Iowa.

The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, November 24, 1916.

DURING the past fortnight, from November 1st to November 15th, there has been a further shrinkage in the number of bales which have changed hands, principally because of the small number of American buyers who have visited us. The unfortunate strike at Tampa has affected our leaf dealers only to a minor extent, as the leaf suitable for the clear Havana cigar manufacturers has almost disappeared from our market. The heavy quality Vuelta Abajo styles are also fast disappearing, as the Cuban Land and Leaf Tobacco Company is hard at work in accumulating the existing supplies for the needs of the American cigar factories, and which latter are supplied by the former. Remedios first and second capaduras have not moved to any large extent yet, although we understand that some commission merchants have made some deals, with the condition that the goods are to be weighed next month. As our sellers do not report such sales, unless they are actually delivered, they will be reported in December.

One of our contemporaries figured the stocks of first and second capaduras in the open market as being only 23,000 bales, but admitting that the same should be even larger, as not all of the tobacco from the country has arrived, it certainly is a fact that there will be perhaps not half of a normal supply for the American manufacturers. The latter may discard our Havana leaf in the manufacture of their five-cent cigars, by substituting in the same with cheaper Porto Rico leaf or domestic tobacco, but for the higher grades they certainly will have to use our leaf for blending purposes. American manufacturers must not forget that our packers and leaf dealers are not entirely dependent upon them, as the Argentine Republic is getting to be quite a rival for our Remedios tobacco, and the consumption seems to be growing from year to year. One exporter told us that he purchased already 3000 bales for his South American clientage, and which were stored in his warehouse awaiting the shipping instructions. These bales had been picked up gradually in small lots, of from two hundred to three hundred bales at a time. There are quite a number of exporters for the South American republics. Our home consumption in the interior of our island is growing from year to year, as we had occasion to learn when a small manufacturer of cigars and leaf dealer of the village of Bolondron (Matanzas) assured us that he alone sold and used for his factory 2000 bales per year, and of which he had purchased already 1500 bales. We would not have believed this assertion if a leaf dealer, whose veracity we could not doubt, had not confirmed this statement. As long as our sugar cane planters are making big money they are ready to spend more money on cigars and cigarettes.

Sales during the fortnight totaled 8748 bales, which consisted of 4584 Vuelta Abajo and Semi Vuelta, 918 Partido, and 3246 bales of Remedios.

Buyers were: Americans, 4112; Canadians, 487; exporters to Europe, 147; shippers to South America, 732, and our local manufacturers of cigars and cigarettes, 3270 bales.

Receipts of Leaf Tobacco from the Country

For 2 weeks ending Nov. 10, 1916.			Since Jan. 1, 1916.	
Vuelta Abajo	4,324	bales.	148,507	bales.
Semi Vuelta	953	"	19,255	"
Partido	391	"	22,799	"
Remedios	5,908	"	118,995	"
Oriente	152	"	6,828	"
Total	11,728	"	316,384	"

Exports of leaf tobacco from the port of Havana for the two weeks ending November 11, 1916, totaled 9080 bales, and which were distributed to the following countries, viz.: To all ports of the United States, 7698; to Canada, 482; to Great Britain, 147; to the Canary Islands, 21; to the Argentine Republic, 600; to Uruguay, 49; to Chile, 80; to Brazil, 2, and to the United States of Colombia, 1 bale.

Planting is going on fairly well in the Vuelta Abajo, Semi Vuelta and Partido districts, while on the other hand, reports from the Santa Clara province state that the seedbeds were destroyed and had to be made over again, which would cause a delay of six weeks before planting could begin.

Buyers of Leaf Tobacco That Come and Go

Arrivals—From Tampa: Angel L. Cuesta, of Cuesta, Rey & Company; José de Armas, of José de Armas; Francisco Arango, of Francisco Arango & Company; Jaime Pendas, of M. A. Gunst & Company, and Matt Berriman and José Cosio, of Berriman Brothers.

From New York: Abe Bijur, of E. Rosenwald & Brother.

From Philadelphia: Herman Vetterlein and Martin Broch, of Julius Vetterlein & Company.

From Milwaukee: Celestino Fernandez, of Cirilo Fernandez Company.

From Reading, Pa.: William Yocum, of Yocum Brothers.

Returned—Walter C. Sutter, of Walter Sutter & Company; Manuel Sanchez (El Bolero) and Ramón Argüelles, of the Romeo y Julieta factory.

Departures—To New York: Frank Suarez.

To Tampa: Matt Berriman, José Cosio, Angel L. Cuesta, José de Armas and Celestino Corral, as well as Bernabé Diaz.

To Chicago: B. Spector.

Cigars

Business has continued good so far on account of the holiday orders for the United States, but they are now reaching their end, and the outlook for the coming year is rather doubtful, unless our manufacturers can raise their prices. There has been some informal talk among the manufacturers, and there is a project on foot to raise prices 10 per cent. on all sizes after January 1, as a transitory measure, provided we have a fairly large crop with correspondingly lower prices next year when all or part of the 10 per cent. might be taken off again. If prices continue to rule as high as this year, then the raise of 10 per cent. would remain in force.

We now beg to submit our customary monthly statistics of the exports of cigars from the port of Havana, as per our official custom house returns, as follows:

	Cigars.
Exports from October 1 to October 31, 1916	10,106,100
Exports from October 1 to October 31, 1915	11,431,256
Decrease during October, 1916	1,325,156

Increases by countries during October, 1916, were, as compared with October, 1915: Russia, 1,404,849 cigars; United States, 410,916; Australia, 52,850; Norway, 35,000; France, 27,900; Canary Islands, 21,900; Bermuda, 17,950; Panama, 16,852; Peru, 16,000, and Brazil, 13,700, or making a total of 2,017,917 cigars.

Decreases during the same period were: Great Britain and Ireland, 1,731,332 cigars; Denmark, 1,133,200; Chile, 313,660; Portugal, 57,950; Spain, 32,645; Argentine Republic, 27,586; Canada, 26,525; British Africa, 17,000, or making a total of 3,339,898 cigars.

	Cigars.
Total exports from Jan. 1 to Oct. 31, 1916	99,051,784
Total exports from Jan. 1 to Oct. 31, 1915	95,319,907
Increase during the first 10 months of this year	3,731,877

The ten principal consuming countries above one million cigars during the year 1915, as compared with the 10 months of 1916, show the following result:

Increases		
1. United States	7,539,701	cigars.
2. Argentine Republic	1,239,022	"
3. Australia	906,656	"
4. Chile	837,430	"
5. Spain	739,936	"
6. Denmark	151,750	"
Total	11,414,495	"
Decreases		
7. Great Britain	9,147,679	cigars.
8. Netherlands	589,315	"
9. France	398,730	"
10. Canada	21,406	"
Total	10,157,130	"

Leaf Tobacco

The Association of Leaf Dealers, Packers and Growers of Tobacco of the Island of Cuba, issued its year book of the work done by the directors during its economic year of 1915-1916, and which is a very interesting synopsis of 43 pages, but unfortunately we have no time to make any commentaries about the same in this edition. The president, Don Manuel A. Suarez, also called upon the Mayor, in order to have the edict about not smoking in our open electric cars revoked as far as the last four seats are concerned, and which we had formerly always enjoyed. We hope that the new liberal Mayor when he takes possession upon December 1st, will recognize the justness of this petition and grant the same in order to support our cigar industry.

Two members of the above association, the former broker, Juan Larrañaga, and Lorenzo Alfonso Sanchez, an honorary member, died during the last fortnight, and their funerals were largely attended by the members.

Harry Pantin, a nephew of Leslie Pantin, was married on the 20th inst., to Miss Amalia del Campo, and the ceremony was attended by a large contingent of our cigar manufacturers and the trade in general.

Shippers above 200 bales of leaf tobacco, from the port of Havana, during the past two weeks, were:

Virgilio Suarez, 1601 bales; Leslie Pantin, 1031 bales; Maximilian Stern, 1012 bales; Ernest Ellinger & Company, 756 bales; Mark A. Pollack, 697 bales; José Suarez & Company, 588 bales; Manuel Suarez, 459 bales; Cuban Land and Leaf Tobacco Company, 438 bales; J. Bernheim & Son, 350 bales; I. Kaffenburgh & Sons, 349 bales; Manuel Garcia, 349 bales; Hijos de Diego Montero, 309 bales; Manuel A. Suarez & Company, 303 bales; Walter Sutter & Company, 262 bales; M. A. Gunst & Company, 261 bales; José F. Rocha, 242 bales; Allones, Ltd., 240 bales.

Oretaniv.

REVENUE COMMISSIONER ISSUES RULES FOR ANNUAL INVENTORY

(Continued from Page 13)

"Collectors will detail as many deputies as possible, and direct them to so arrange their routes for the purpose of verifying the inventories at the earliest practicable date after January 1 next and they should—

"(A) See that each class of tobacco has been properly inventoried and the foregoing instructions observed.

"(B) Determine, from the quantities of each different kind of tobacco sold and used between the dates of inventory and his visit and on hand and purchased, as to the correctness of the inventory and require any necessary amendments to be made by the manufacturer before the latter makes oath to same before him and before inventory is taken up.

"(C) Note carefully the provisions of regulations No. 8, revised July 1, 1910, page 60, headed 'Deficiencies found by examining officers,' and report each such case found by him immediately to the Collector.

"Collectors are hereby instructed to cause a copy of this decision, together with the proper inventory blank, to be delivered to each manufacturer of tobacco, snuff, cigars or cigarettes registered in their respective districts, not later than the 15th day of December of this year, to enable them to comply with the law in regard to inventory on January 1 next."

H. M. Smith Dead

H. M. Smith, a cigar salesman, of Reading, Pa., died on November 19, after a week's illness, at his residence, 218 North Eleventh Street. The deceased was born in Womelsdorf, and came to Reading thirty-nine years ago. He was fifty-two years old at the time of his death. He is survived by two brothers.

Paul Brogan Heads Dusel, Goodloe & Company

PAUL L. BROGAN, who for the past five years has been connected with Dusel, Goodloe & Company, and formerly with Luckett, Luchs & Lipscomb, has become temporary head of the well-known jobbing house of Dusel, Goodloe & Company following the resignation of Speed Goodloe which is effective December 1.

Mr. Brogan combines executive ability, sound business judgment and selling qualities in such well rounded proportion that he is the logical man to succeed Mr. Goodloe. He has many staunch friends in the trade and all hope and believe that the temporary appointment will be confirmed and that he will be made the permanent head of this progressive jobbing house.

Mr. Goodloe's resignation comes as a surprise to the trade as it was believed that he would remain permanently with the company following his return to it some three years ago. Prior to that Mr. Goodloe had been with the company for about six years, when he resigned and entered business for himself. This lasted more than a year when he returned to Dusel, Goodloe & Company as president of the concern. Mr. Goodloe's plans for the future have not been definitely arranged. It is believed, however, that his interest in the cigar and tobacco industry is too strong for him to give it up entirely.

Yahn & McDonnell to Distribute "La Sultana"

The well known firm of Yahn & McDonnell have recently added the "La Sultana" brand to their lines for local distribution. The brand has been attractively displayed in one of the windows of the Fifteenth and Chestnut Streets store. The brand although only on the market a short time has made remarkable strides. It is produced by the Tobacco Corporation of America, which has offices at 150 West Fifty-second Street, New York City. The cigar retails for a nickel.

William Yocum, of Yocum Brothers, Reading, Pa., was a recent visitor in the Havana leaf market.

Nat Rice, of the American Cigar Company, who is the manager of the Little Cigar Department, was a recent visitor in the city.

H. S. Moorhead, of Duncan & Moorhead, has been among the visitors from this city in New York. Business has been booming with this firm since they removed to their new headquarters. Nice gains are being noticed in their business on imported brands.

Philadelphia Notes

The popular "Webster" cigar is among the brands which the Evans Drug Store cigar stands are featuring.

The "Counsellor" brand is having a banner year and the Cressman factories are working to capacity to keep down the figures in the "oversold" column.

"Comal," a clear Havana brand from the factory of R. Lopez Trujillo, Key West, has been added to the numerous lines of the Finley Acker Company cigar department.

Al Metzger, the representative of Berriman Brothers, was in town recently gathering in belated orders for "Jose Vila" and other of the factory brands.

The retailers who handle the "Lord" cigar made by Henry's Cigar Company, will find their sales greatly helped by the new sign which the manufacturers are preparing for them.

The Cameron Tobacco Company, of Richmond, Va., was represented among the trade recently through the visit of Louis Krause. "Eutopia" and "Jefferson" smoking tobaccos are the leaders.

Al Korn, representing the lines of S. H. Furgatch & Company, is expected in the Quaker City this week. He is sure to gather in some attractive orders for "Vega del Rey" and other of the factory brands.

The Theodore Netter store, at 1215 Market Street is featuring the "La Verdad" cigar made by Simon Batt & Company. Anticipating the heavy holiday demand a large order was placed with the factory.

The new arrangement of the front of the Peermont Cigar Company's store, at 1105 Market Street is quite an improvement. The door is now in the center with a window at either side, thus giving more display.

The holiday packings of the United States Tobacco Company's "Shag" brand of smoking tobacco are making their appearance among the retail trade. Genial "Jack" Fowler, who has headquarters at Second and Arch streets, receives credit for the fine showing the brand is making.

Knickerbocker's Broadway Jottings

George L. Storm, head of the Tobacco Products Corporation, is the father of another son.

Max Gans, of Max Gans & Son, sailed recently for Porto Rico where he will remain until January.

Carl H. Schmidt, vice-president of Tillman & Bendel, San Francisco, has been among the visitors to New York.

J. H. Parker, of the Parker-Gordon Cigar Company, St. Louis, Mo., is among the recent arrivals in New York City.

The "Muriel" factory is oversold and as a result the salesmen are being called in for a rest until after the holidays.

On November 10, Merriam Segars, Inc., inaugurated an increase in the price of the cigars sold at the Sign of the Bulldog.

The president of the J. B. Moos Company, of Chicago, Herman Keiser, has been calling on some of his business friends in the city.

Faustino Lozano and Jose Lozano are among the recent arrivals in the city from Tampa. They will remain until after the holidays.

Samuel Loewenthal, of S. Loewenthal & Sons, has returned from a trip to Connecticut where he has been looking over the new shadegrown crop.

Julius Klorfein has recently made purchases of some fine lots of Connecticut shadegrown wrappers for his "Garcia Grande" brand.

Ed Wodiska, who has been in New York for some time, left recently for Chicago. Business at the factory indicates a banner year.

Among the recent arrivals from Porto Rico is Benno Rosenwald, of E. Rosenwald & Brother, who has been visiting the island in the interest of the firm.

Among the new brands being noticed about town is the "Viscount", a new shadegrown wrapped cigar being manufactured by the Martinez Havana Company.

The United Cigar Store at 291 East Houston Street, has been robbed again for the second time in six months. The haul yielded some $300 which was taken from the safe.

Many of the high-class restaurants in the city are reporting a heavy demand for the "Constancia Garcia" cigar made by the La Kyma Factory at 90 Prince Street.

The holiday packings of "Egyptian Straights," "Omar," "Lord Salisbury" and "Pall Mall" that are making their appearance in the retail trade are unusually attractive.

Carl W. Wobbe, of Rose & Wobbe, the latest addition to the ranks of the benedicts, has returned to New York with Mrs. Wobbe, following their honeymoon in the South.

Alexander Herbert, vice-president of the Philip Morris Company, sailed recently for Havana. "Philip Morris" cigarettes have a large following in Cuba.

Al Korn, well-known representative of the brands of S. H. Furgatch & Company, has returned to the city following a successful trip through the New England States.

Charles Schavrien, the well-known cigar jobber, has taken on the distribution for New York City of the "E. P." cigar made by E. Popper & Company. The distribution is growing steadily.

Joseph Gernsheimer, who has been with F. Lozano & Son & Company, for a number of years representing the brands of this quality factory in the South and West, has resigned.

C. M. Hoskins, of the Bureau of Internal Revenue of the Philippine Islands, has left New York for a visit through the West in the interest of the Manila cigar and tobacco industry.

The Schwarz-Lovera Employees' Mutual Benefit Association will hold its 1916 mid-winter dance and general entertainment at the Terrace Gardens on the evening of December 2.

One of the splendid brands of Acker, Merrall & Condit, which is having a steady sale is the "Flor de Monte Carlo", an imported cigar. It is sold in a number of handsome shapes.

The offices of T. J. Dunn & Company and S. I. Davis & Company have been amalgamated. Hereafter headquarters for both concerns will be at Eighty-first Street and East End Avenue.

The Rex Window Advertising Company is looking after that feature of the "Alexander Humboldt" cigar campaign. Street car advertising is also being used to swell the sales of this brand.

R. G. Sullivan, who makes the famous "7-20-4" cigar, was a recent visitor to Broadway. He states that his factories are now turning out more than a million a week of this big-selling ten-cent cigar.

Waitt & Bond, the Boston manufacturers of the "Blackstone" cigar, recently leased for a term of years the factory at 410-416 East Sixty-eighth Street. Alterations in the factory will cost about $20,000.

Henry Alces, representative of Simon Batt & Company, is again at the firm's headquarters in Broome Street after a most satisfactory trip in the interest of "La Verdad" and other of the company's brands.

E. R. Lincoln, of P. Pohalski & Company, recently returned to Broome Street headquarters following a successful trip through the West where he garnered many orders for the "First Consul" and other factory brands.

INTERNAL REVENUE REPORT FOR CALENDAR YEAR OF 1915 SHOWS HEAVY DECREASE IN CIGAR PRODUCTION AS COMPARED WITH 1914

Cigarettes Continue to Make Gain During Calendar Year, Production Increasing One and One-Tenth Billions---A Further Decrease in the Cigar Production of Five Hundred and Seventy-Five Millions---Little Cigars Fall Off One Hundred and Nine Millions---Cigar Factories Decrease More Than One Thousand

For the Calendar Year of 1915

Output of Large Cigars	**6,599,188,078**	**Decrease**	**575,003,866**	**Leaf Used for Production of Large Cigars**	**141,854,038 Pounds**
Output of Little Cigars	**965,135,187**	**Decrease**	**109.563,916**	**Leaf Used for Production of Little Cigars**	**4,594,293 Pounds**
Output of Cigarettes	**17,964,348,272**	**Increase**	**1,108,722,168**	**Leaf Used for Production of Cigarettes**	**66,699,013 Pounds**

AS the calendar year of 1916 is drawing to a close and indications point to an enormous increase in both the cigar and cigarette production, the discouraging figures and statistics of the tobacco industry for the calendar year of 1915 can be read with calmness.

The decrease in the cigar production during 1915 added to the decrease in 1914 gives a total falling off in the production of large cigars in the two calendar years of 972,319,756.

There was an increase of more than three and a half million pounds of all kinds of material used during 1915. In 1914 there was a decrease of nearly five million pounds and about the same decrease for 1913.

Cigarettes continue on their merry way gaining more than a billion in production in 1915. In the report for the fiscal year ending June 30, 1916, it is stated that the gain for the twelve-months period is 4,325,719,760. This indicates that the cigarette gain for the calendar year of 1916 will approximate at least five billions, a phenomenal increase.

The Government must be highly gratified to learn that the tobacco tax collections for the fiscal year ending June 30, 1916, show a gain of more than $8,000,000. Of this amount about two and three-quarters millions was collected from special taxes. The total receipts collected by the Internal Revenue Department from the tobacco industry amounted to $88,063,947.51.

The reports and tables of the Internal Revenue Department for the calendar year of 1915 follow:

There were in operation at the close of the calendar year 1915, 15,732 cigar factories and 367 cigarette factories, this being a decrease of 1,022 cigar factories and a decrease of 14 cigarette factories, as compared with the previous year.

There were also in operation at the close of the last calendar year 2,285 tobacco and snuff factories, 2,214 producing manufactured tobacco and 71 producing snuff, 3,497 dealers in leaf tobacco and 431 retail dealers in leaf tobacco.

The sale of unmanufactured leaf tobacco by retail dealers in leaf tobacco continues to be of little consequence.

The past year witnessed the disclosure of numerous and immense frauds upon the revenue by manufacturers of tobacco, cigars, and cigarettes. These frauds were made possible by the lamentable weakness of the law relating to dealers in leaf tobacco. Quantities to tobacco have been sold by dealers in leaf tobacco to manufacturers of cigars, cigarettes, and tobacco without same having been reported to the Government. In many cases fraudulent leaf dealers have disappeared, and practically every opportunity for tracing the leaf tobacco shown on their reports as on hand or collecting the tax on cigars manufactured therefrom is lost. To remedy the defects in the law, it has been recommended in the annual reports for the past few years that every dealer in leaf tobacco should be required by law to give a bond in such penal sum as the collector may determine, based upon the quantum of business done, the sum of said bond to be increased from time to time at the discretion of the collector or under instructions of the Commissioner of Internal Revenue. A true inventory of stock on the 1st day of January of each year and the rendition of reports of transactions in leaf tobacco, either quarterly, monthly, or for such periods (and within 10 days after the close of such periods) as the Commissioner of Internal Revenue may prescribe, should be required of each dealer in leaf tobacco. Authority should also be given the Commissioner of Internal Revenue to propose and levy assessments for tax on tobacco not properly accounted for.

It is also recommended that manufacturers of tobacco, snuff, cigars, and cigarettes, dealers in leaf tobacco and peddlers of tobacco should be required to register their name or style, trade or business, only on commencement of business and not annually on the 1st day of July, when special taxes on these occupations are not in force.

It is to be noted during the past fiscal year there has been another extraordinary increase in the number of cigarettes taxpaid weighing not more than 3 pounds per thousand. The receipts from the sale of stamps during the fiscal year ended June 30, 1916, show taxpayment of 21,066,196,672 small cigarettes, an increase over the previous fiscal year of 4,325,719,760 cigarettes.

The total number of cigar factories in operation at the beginning of the calendar year 1915 was 16,754, the number opened during the year was 3,506, the number closed was 4,528, and the number in operation at the close of the year was 15,732.

The total number of cigarette factories in operation at the beginning of the calendar year 1915 was 381, the number opened during the year was 137, the number closed was 151, and the number in operation at the close of the year was 367.

The total number of cigars made weighing more than 3 pounds per thousand was 6,599,188,078, a decrease of 575,003,866 compared with the production for 1914.

The total number of cigars made weighing not more than 3 pounds per thousand was 965,135,187, a decrease of 109,563,916 cigars as compared with the production for the previous year.

The total number of cigarettes made weighing more than 3 pounds per thousand was 15,816,210, an increase of 1,921,851 over the previous year.

The total number of cigarettes made weighing not more than 3 pounds per thousand was 17,964,348,272, an increase of 1,108,722,168 over the previous year.

The average quantity of unstemmed tobacco used in making 1,000 cigars weighing more than 3 pounds per thousand was 21.49 pounds; in making 1,000 cigars weighing not more than 3 pounds per thousand, 4.76 pounds; in making 1,000 cigarettes weighing more than 3 pounds per thousand, 5.84 pounds; in making 1,000 cigarettes weighing not more than 3 pounds per thousand, 3.71 pounds.

Tables Nos. 3 and 4 relate to tobacco and snuff.

There were in operation at the beginning of the calendar year 1915, 2,432 tobacco and snuff factories. There were opened 444 factories; closed, 591; and in operation at the close of the year, 2,285.

There was an increase of 8,284,392 pounds unstemmed leaf, decreases of 1,835,771 pounds stemmed leaf, 2,477,769 pounds scraps, cuttings, and clippings, and 1,765,521 pounds tobacco in process, an increase of 593,534 pounds stems, a decrease of 1,934,946 pounds licorice, and increases of 2,347,590 pounds sugar and 450,553 pounds of other materials used in manufacturing tobacco and snuff, as compared with the previous year.

There was a total increase of 3,662,062 pounds of materials of all kinds used as compared with the previous year.

There were decreases of 5,844,168 pounds of plug, 1,157,963 pounds of twist, and 916,099 pounds of fine-cut chewing tobacco and increases of 8,038,961 pounds of smoking tobacco and 1,302,767 pounds of snuff manufactured as compared with the previous year.

Snuff was manufactured in 22 districts. The district of Tennessee produced 14,967,840 pounds, the fifth district of New Jersey produced 8,620,430 pounds, the first district of Illinois produced 5,866,661 pounds, and the district of Maryland produced 2,009,489 pounds, the aggregate production of the districts named being 31,464,420 pounds out of a total production amounting to 31,898,407 pounds.

Section IV, paragraph M, of the tariff act of October 3, 1913, provided for the establishment of bonded warehouses for the manufacture of cigars wholly from tobacco imported from any one country and for the withdrawal of such cigars for home consumption on the payment of the duty on such tobacco and the payment of the internal-revenue tax accruing on such cigars in the condition as withdrawn. These bonded manufacturing warehouses are wholly under customs supervision and business done by them is not included in these tables, which show the operations of internal-revenue factories only. Reports received from collectors of internal revenue show receipts from the sale of stamps to these bonded manufacturing warehouses during the calendar year 1915, aggregating $301,264.63. The stamps so sold, if used during that year, would cover the tax on 100,421,543 cigars weighing over 3 pounds per thousand, and tax paid at the rate of $3 per thousand. The greater number of the bonded manufacturing warehouses are located in the State and district of Florida.

CIGARS AND CIGARETTES MANUFACTURED

Year	Cigars: Weighing more than 3 pounds per thousand — Number	Cigars: Weighing not more than 3 pounds per thousand — Number	Cigarettes: Weighing more than 3 pounds per thousand — Number	Cigarettes: Weighing not more than 3 pounds per thousand — Number
1906	7,147,548,312	989,751,253	10,742,354	4,501,254,783
1907	7,302,029,811	1,074,083,976	14,984,193	5,255,572,145
1908	6,488,907,269	1,072,512,510	17,668,772	5,742,832,524
1909	6,667,774,915	1,043,023,559	17,794,162	6,818,858,272
1910	6,810,098,416	1,118,135,635	19,374,077	8,644,335,107
1911	7,048,505,033	1,213,822,810	17,058,718	10,469,321,101
1912	7,044,257,235	1,055,191,495	16,600,384	12,167,093,515
1913	7,571,567,854	959,409,161	15,105,776	15,555,692,661
1914	7,174,191,944	1,074,699,103	13,891,359	16,855,626,104
1915	6,599,188,078	965,135,187	15,816,210	17,964,348,272

SUMMARY OF CIGAR AND CIGARETTE MANUFACTURE

Description of manufactures	Leaf tobacco used in manufacturing — Pounds	Average leaf tobacco used per thousand — Pounds	Number manufactured
Cigars weighing more than 3 pounds per 1,000	141,854,038	21.49	6,599,188,078
Cigars weighing not more than 3 pounds per 1,000	4,594,293	4.74	965,135,187
Cigarettes weighing more than 3 pounds per 1,000	92,374	5.84	15,816,210
Cigarettes weighing not more than 3 pounds per 1,000	66,699,013	3.71	17,964,348,272

CIGARETTES

Consolidated statement, by districts, showing the number of cigarette factories operated, the quantity of tobacco used, and the number of cigarettes made during the calendar year ended December 31, 1915

State	District	Factories: In business Jan. 1, 1915	Factories: Opened	Factories: Closed	Factories: In business Jan. 1, 1916	Cigarettes Manufactured: Weighing more than 3 pounds per 1,000	Cigarettes Manufactured: Weighing not more than 3 pounds per 1,000
Alabama	....	1	1	2			12,280
California	1	8	4	2	10	38,260	278,961,055
Do	6	3	1	2	2		368,859
Colorado		1			1		18,700
Connecticut		7	4	4	7	12,000	801,500
Florida		3	1	4	0		10,007,858
Georgia		3		2	1	4,500	159,320
Illinois	1	37	20	20	37	241,380	3,454,300
Do	5	1		1			11,000
Louisiana		2			2		788,292,795
Maryland		4	1	3			211,383
Massachusetts		30	11	9	32	93,620	19,592,858
Michigan	1	2	2	2	3		52,500
Missouri	1	2		1	1		4,974,620
Do	6	1			1		30,000
New Hampshire	..	1			1		
New Jersey	1	3	3	4	2	3,190	186,415
Do	5	10			10	210,730	1,646,667,340
New York	1	35	17	19	33		1,988,456,890
Do	2	54	17	14	57	3,330,710	2,466,621,892
Do	3	104	35	42	96	11,409,080	2,412,879,240
Do	14	12	6	5	13	80,750	666,920
Do	28	1	1	1	1	730	209,800
North Carolina	4	2	1	1	2		2,753,345,000
Do	5	1			1		2,463,981,490
Ohio	1	1	1	1	1		6,500
Oregon		1			1		50,630
Pennsylvania	1	37	5	8	34	380,200	81,060,410
Do	12		1	1			6,000
Texas	3	2			2		261,780
Virginia	2	5			5		3,039,632,110
Do	6	1	2	1	2		2,996,780
Washington		1	1	1	1	11,000	337,435
Total		381	137	151	367	15,816,210	17,964,348,272
Calendar year 1914		368	137	124	381	13,894,359	16,855,626,104
Increase		13		27		1,921,851	1,108,722,168
Decrease					14		

	Pounds
Average quantity of leaf tobacco used per 1,000 large cigarettes	5.84
Average quantity of leaf tobacco used per 1,000 small cigarettes	3.71

OPERATIONS OF MANUFACTURERS OF TOBACCO

Classification of business	Factories—In business Jan. 1, 1915	Opened	Closed	In business Jan. 1, 1916
Registered as manufacturers for the purpose of buying and selling refuse scraps, cuttings, and clippings	244	45	54	235
Registered as manufacturers for the purpose of disposing of old stock of manufactured tobacco	11	16	15	12
Produced perique tobacco	67	4	6	65
Manufacturing plug tobacco exclusively	15	2	3	14
Manufacturing twist tobacco exclusively	21	9	6	24
Manufacturing smoking tobacco exclusively	1,908	346	482	1,771
Manufacturing snuff exclusively	37	7	7	37
Manufacturing two or more kinds	129	15	17	127
Total	2,432	444	591	2,285

QUANTITY OF LEAF TOBACCO USED IN MANUFACTURING DURING THE PAST 10 CALENDAR YEARS

Year	Cigars: Large — Pounds	Cigars: Small — Pounds	Cigarettes: Large — Pounds	Cigarettes: Small — Pounds	Tobacco and snuff — Pounds	Total — Pounds
1906	136,335,603	3,943,688	99,550	16,011,385	325,370,642	481,760,268
1907	142,554,647	4,971,198	131,238	18,498,212	320,729,538	486,884,833
1908	126,057,483	4,382,765	156,488	20,509,133	331,729,538	483,013,505
1909	132,259,693	4,410,107	156,558	23,558,387	344,325,030	504,709,975
1910	136,462,219	4,654,241	172,994	31,099,325	350,480,900	522,869,679
1911	144,680,920	5,236,325	151,897	38,446,231	346,541,022	535,056,405
1912	145,781,078	3,909,572	150,910	46,966,201	350,549,373	547,357,134
1913	158,755,358	4,230,400	138,534	56,420,334	338,870,673	558,415,299
1914	153,951,271	4,803,186	92,360	62,116,966	333,883,676	554,850,199
1915	141,854,038	4,594,293	92,374	66,699,013	338,148,062	551,387,780

CIGARS

Consolidated statement, by districts, showing the number of cigar factories operated, the quantity of tobacco used, and the number of cigars made during the calendar year ended December 31, 1915

State	District	Cigars manufactured: Weighing more than 3 pounds per 1,000	Cigars manufactured: Weighing not more than 3 pounds per 1,000
Alabama	....	4,159,765	.....
Arkansas	....	1,952,168	.....
California	1	42,526,129	.....
Do	6	13,082,185	.....
Colorado	....	16,153,507	.....
Connecticut	....	88,946,510	4,000
Florida	....	236,831,923	250
Georgia	....	13,167,548	.....
Hawaii	....	156,664	.....
Illinois	1	214,353,844	200
Do	5	20,663,486	.....
Do	8	45,992,895	.....
Do	13	13,817,522	.....
Indiana	6	56,266,393	.....
Do	7	105,492,372	.....
Iowa	3	75,490,001	120,000
Kansas	....	18,320,726	5,450
Kentucky	2	2,002,881	.....
Do	5	38,646,051	.....
Do	6	4,801,565	.....
Do	7	1,818,817	.....
Do	8	31,470	.....
Louisiana	....	37,335,698	.....
Maryland	....	123,983,416	404,237,260
Massachusetts	....	188,570,198	7,000
Michigan	1	302,869,165	.....
Do	4	53,587,746	1,000
Minnesota	....	54,851,420	1,800
Missouri	1	34,582,085	.....
Do	6	19,727,881	.....
Montana	....	8,488,837	.....
Nebraska	....	25,961,213	.....
New Hampshire	....	55,626,627	.....
New Jersey	1	82,088,234	.....
Do	5	420,609,626	147,046,950
New Mexico	....	1,180,864	.....
New York	1	159,554,814	32,440,220
Do	2	117,147,741	5,428,590
Do	3	455,310,690	6,517,391
Do	14	125,413,083	662,800
Do	21	129,053,767	.....
Do	28	47,299,323	700
North Carolina	4	252,650	.....
Do	5	15,706,737	.....
North and South Dakota	....	11,884,641	.....
Ohio	1	170,405,421	.....
Do	10	155,391,671	.....
Do	11	111,634,263	19,500
Do	18	212,805,451	351,150
Oklahoma	....	4,363,386	.....
Oregon	....	6,120,403	.....
Pennsylvania	1	741,858,057	361,129,446
Do	9	619,106,622	84,700
Do	12	135,667,549	.....
Do	23	316,820,883	2,818,540
South Carolina	....	24,818,853	14,300
Tennessee	....	6,655,610	.....
Texas	....	12,848,780	.....
Virginia	2	316,240,074	4,155,810
Do	6	4,685,257	.....
Washington	....	9,595,547	.....
West Virginia	....	145,290,952	78,000
Wisconsin	1	76,391,414	.....
Do	2	33,676,545	.....
Total, calendar year 1915	....	6,599,188,078	965,135,187
Total, calendar year 1914	....	7,174,191,944	1,074,699,103
Increase	....	.....	.....
Decrease	....	575,003,866	109,563,916

	Pounds
Average quantity of leaf tobacco used per 1,000 large cigars	21.49
Average quantity of leaf tobacco used per 1,000 small cigars	4.76

CIGAR MANUFACTURERS

Classification of business	Factories—In business Jan. 1, 1915	Opened	Closed	In business Jan. 1, 1916
Manufacturing—				
Large cigars exclusively	16,707	3,501	4,534	15,674
Small cigars exclusively	5	3	3	5
Small cigarettes exclusively	251	95	110	236
Large cigarettes exclusively	1	....	1	....
Large cigars and small cigarettes	21	7	6	22
Large and small cigars and small cigarettes	1	....	....	1
Small cigars and small cigarettes	5	....	2	3
Small cigars, small and large cigarettes	1	1	....	2
Small cigarettes and large cigarettes	101	17	15	103
Large and small cigars	11	18	8	21
Large and small cigars, small and large cigarettes	..	1	....	1
Large cigars, small and large cigarettes	1	....	....	1
Total	17,125	3,643	4,679	16,099

TOBACCO AND SNUFF MANUFACTURED

Year	Plug — Pounds	Twist — Pounds	Fine-cut — Pounds	Smoking — Pounds	Snuff — Pounds	Total — Pounds
1906	165,069,127	11,680,674	12,742,345	175,664,091	26,115,285	391,271,522
1907	159,745,491	12,257,022	12,457,917	179,172,512	24,175,219	387,808,161
1908	164,712,863	14,476,750	12,086,725	192,239,890	24,035,728	407,541,946
1909	173,418,223	14,625,975	12,481,100	202,374,654	28,454,958	431,354,910
1910	174,352,625	14,580,022	12,857,930	214,056,402	31,445,178	447,292,157
1911	160,895,589	13,845,761	11,027,986	209,367,175	28,943,754	424,080,565
1912	160,248,195	15,531,123	11,005,561	217,330,109	21,362,651	425,479,949
1913	164,238,510	14,893,789	10,934,526	220,809,688	32,898,056	443,874,569
1914	156,502,776	15,987,339	10,961,100	228,888,866	30,595,640	440,935,721
1915	150,658,608	14,829,376	10,045,001	234,927,827	31,898,407	442,359,219

QUANTITY OF TOBACCO AND SNUFF MANUFACTURED

	Pounds
Plug tobacco produced	150,658,608
Twist tobacco produced	14,829,376
Fine-cut chewing tobacco produced	10,045,001
Smoking tobacco produced	234,927,827
Total tobacco produced	410,460,812
Snuff produced	31,898,407
Total	442,359,219

Internal Revenue Report of Cigar Industry for October

The following comparative data of tax-paid products as indicated by monthly sales of various stamps and receipts from certain sources of revenue is obtained from the Statement of Internal Revenue Collections for the month of October last.

Products		October, 1915	October, 1916
Cigars (large)	No.	678,206,570	741,524,420
Cigars (small	No.	96,802,040	79,231,360
Cigarettes (large)	No.	1,779,575	2,859,500
Cigarettes (small)	No.	1,723,839,408	2,501,893,928
Snuff, manufactured	Lbs.	2,806,378	2,773,182
Tobacco, chewing and smoking	Lbs.	35,879,240	37,561,060
Playing cards	Packs	4,034,188	4,339,888

Note.—Porto Rican imports, October, 1916, included in above statement were as follows: 18,124,540 large cigars; 20,000 large cigarettes; 210,000 small cigarettes.

Philippine imports for October, 1916, will be shown in foot-note on the statement of November stamp sales.

Substitution

Substitution may or may not be good business. Most dealers say they haven't time to talk people into taking a brand other than that they were looking for. We think they would be extremely foolish to attempt anything of the sort. Talking people into doing anything is the best scheme we know of for losing business. Even when it is considered advisable to substitute, it should be done in the most tactful manner. A willingness to supply the goods called for should always be in evidence. Any effort to enlist the interest of the customer in a different brand should be incidental to the transaction. Belittling the quality of goods asked for is very poor business. It not only suggests the idea that you handle poor goods, but it is uncomplimentary to the intelligence of the buyer.

To sum up, we should say that substitution is bad, irretrievably bad, unless it is primarily in the interest of the buyer. This may be because a passable substitute is provided when the original article is unobtainable, when a better article is provided for the same money or when as good an article is given for less money. Unless one or other of these claims can be made, substitution from the buyer's standpoint is a nuisance.—San Francisco "Grocer."

New Cigar Store for Central City, Nebraska

R. O. McNurlin, former proprietor of The Calumet Cigar Store in Central City, Neb., announces that he will shortly open the Auditorium Cigar Store in the New Martha Ellen Theatre, which is nearing completion.

The New "Cinco" Centerpiece Display Sign

The above is a reproduction of a recent display of the famous "Cinco" cigar which appeared in the window of the Harris Brothers Cigar Company, Atlantic City, N. J. Attention is directed (although it is probably superfluous to do so) to the attractive new Window Centerpiece Display Sign which is being used in conjunction with "Cinco" window decorations.

Jobber's Advice to Retailers

The recently established cigar department of C. W. Antrim & Sons, Richmond, Va., is working with the retailer and for his best interests as may be seen from the following excerpt from the interesting house organ of that progressive firm:

"Every mail brings us letters advising us of advanced prices on cigars. Almost all of the popular sellers in this section have advanced to $36.50 or $37.50 per thousand, thereby eliminating the six-for-a-quarter seller.

"On any cigar for which you have been paying $35 per thousand you have netted, selling them six for a quarter, a profit of $7 per thousand. By selling these same cigars at five cents straight under the new price of $37.50 you make a profit of $12.50 per thousand.

"Think this over, Mr. Retailer; selling at five cents straight means an increase in profit to you of $5.50. Are you going to continue in the old rut longer?

"Suppose the customer does demand his favorite at six for a quarter. This situation will arise in some cases and you will want to hold his trade and at the same time you must make a profit. The solution is sell him a box at a special price. You make one sale instead of thirty-five or fifty. You turn your stock more frequently and keep it in better condition. You have no loss through cigars being handled by customers until damaged too much to sell. You will develop a box trade and will, in the long run, make more profit. Figure this out and see if you don't agree with us."

Eisenberger Brothers Secure Stand in New Hotel Holden

Eisenberger Brothers have secured the cigar privileges for the cigar stands in the new Hotel Holden, Dayton, O. Patrick Goonan is in charge of the stands on the floor of the lobby. The stands will carry a fine line of domestic and imported cigars, and the well-known brands of cigarettes and smoking tobaccos. All goods will be kept in the best of condition as the main stand is equipped with capacious built-in humidors.

Havelock Cigar Factory Sold

The Holdrege cigar factory, owned by C. H. Kingsbury and Claude Oden, of Havelock, Neb., was recently sold to J. A. Hopkins and H. A. Davenport, formerly of the Kipp Cigar Company, of Hastings, Neb. The Holdrege factory has been operated successfully for four years. The new owners have been connected with one of the largest factories in the state and have had long experience in the cigar business. They will remove their families to Havelock as soon as residences can be secured and will take over the factory at once.

Less Help and More Wages

In the official Government report relative to labor conditions, it is shown that in the cigar factories from which information was sought, there are three per cent. less cigarmakers employed than at the same time a year ago. It was also shown that despite this fact the payrolls averaged thirteen per cent. more than the same time a year ago.

The American Tobacco Company

SPECIAL CHRISTMAS CIGARETTE PACKINGS

MAKE ready now for the holiday trade that is just ahead of you. Reports from all sides from all parts of the country, point to the biggest Christmas buying that merchants in practically every line have experienced for years—

Make this a "Cigarette Christmas" and so draw to yourself a sales and profit total for December greater than you have ever known before—

1—The Beautiful Embossed Metal Humidor in imitation bronze contains 100 *Egyptienne Straights* cigarettes; 100 are packed in an attractive, highly coated cardboard container, and 10 cigarettes are packed in the regular *Egyptienne Straights* 10's packings.

2—The Omar Christmas Packing is a beautiful colored coated cardboard package containing 100 cigarettes. The little touch of holly and the red silk ribbon wrapping, make up into one of the most effective Christmas combinations imaginable.

3—Lord Salisbury Christmas Packing The round, highly coated cardboard packing, containing 100 Lord Salisbury cigarettes with its decorative and ornamental silk ribbon wrapping is going to be a big winner among cigarette smokers for gifts this coming season.

4—The Pall Mall Library Packing contains 100 cigarettes—either plain or cork tips. The packing is identical with that of the Magnum packing shown below.

5—The Pall Mall Magnum contains 100 plain and 100 cork tipped. The package is made up in the usual *Pall Mall* red and gold, and otherwise decorated in a way which makes it the most beautiful cigarette package ever offered to the trade. It is all ready for instant delivery as a gift, to which the giver merely has to attach his name, with attractive Christmas card attached. What could give more pleasure in the giving or be a greater joy to receive.

These special packings of PALL MALL, OMAR, LORD SALISBURY and EGYPTIENNE STRAIGHTS Cigarettes are beautiful. We feel very proud of them.

The smoker was never offered a finer, or more attractive group from which to make his Christmas selections.

They're going to be sellers, because nothing so attractive in cigarettes—in well-advertised, well-known brands—has been prepared for the Christmas trade in cigarette history.

Order from your jobber immediately, not tomorrow, do it now.

These beautiful packings will sell on sight, because they answer that question as to what-to-give that friend.

There is no extra charge for these packings.

GUARANTEED BY

The American Tobacco Co.

Deaths in the Trade

Henry R. Way

Henry R. Way, one of the oldest tobacco men in the business, died recently at his home, 5 Sherman Street, Hartford, Conn., aged eighty-one years. He had been an invalid for a number of years. Two weeks ago, his condition became worse, and for the past few days, death had been regarded as inevitable. He was born in East Haddam, the son of John and Caroline (Palmes) Way. He received his early education there, and, after being in the tobacco business for himself for a time, became associated with M. H. Goodspeed and W. C. Reynolds in the packing of tobacco. He remained in East Haddam until 1864, when he came to Hartford to branch out in his business. He was married in East Haddam in 1862 to Miss Jenny Foster Squire. In Hartford, the firm was known as Henry R. Way & Company, and until eight years ago, Mr. Way took an active interest in its affairs. Since then, his son, Ernest N. Way, has been manager of the company's business. He leaves his wife and son, and one brother, Oliver P. Way, of Colchester.

Lewis Osterweis

Lewis Osterweis, cigar manufacturer of New Haven, Conn., and one of the most prominent in the trade in New England, died recently at his home, 301 Crown Street, after a lingering illness. Mr. Osterweis had been suffering from the effects of a severe cold and had grown gradually worse so that his death was not entirely unexpected. He died one day after his birthday, as he had just reached the age of eighty the day before. He was born in Bavaria, Germany. He came to this country at the age of twelve years, making the long voyage alone and from that time until the end of his busy life, he was an energetic worker.

Mr. Osterweis remained in New York for a time and then went West, finally locating in New Haven about fifty-six years ago. When yet quite a young man, he entered the cigar and tobacco business in which he was a manufacturer for the greater part of his life.

Mr. Osterweis was a member of Hiram Lodge, F. and A. M.; the Harmonic Club, of which he was one of the founders and many years its vice-president; the Hebrew Cemetery Association, of which he was also one of the founders, and a member of other Hebrew organizations. He was one of the earlier members of the Congregation Mishkan Israel and for many years a vice-president. With the late Max Adler, Mr. Osterweis was among the organizers of the movement for the building of the fine temple of the congregation in Orange Street.

Mr. Osterweis is survived by his widow, one son, Gustav Osterweis, and a daughter, the wife of Major Louis M. Ullman. A second son, Max L. Osterweis, died about five years ago.

John J. Henegan

John J. Henegan, a former baseball player and a partner in Henegan Brothers, owners of several cafes and cigar stores in Newark, N. J., died recently of apoplexy at his home, 33 New Street, Newark. He was forty-nine years old.

William H. Granger, Jr.

William H. Granger, Jr., for many years in the cigar business on North Howard Street, Baltimore, Md., died recently of paralysis. Mr. Granger was born in Baltimore sixty-seven years ago. He is survived by a widow and a son. His brother died about six months ago at the age of ninety-four years.

Frank Crouch

Frank Crouch, well known as the proprietor of Crouch's cigar store, at 212 West Superior Street, Duluth, Minn., died recently of heart disease. The deceased is forty-five years old. He is survived by a wife and daughter.

Great Barrington Interests of John Swarz & Son Purchased

Jack Sitzer, of Millerton, N. Y., has recently purchased the Great Barrington (Mass.) interest of John Swarz & Son, of Albany, N. Y., one of the largest wholesale cigar houses in that section. Mr. Sitzer is well known in Great Barrington, having been traveling in that territory for twenty years.

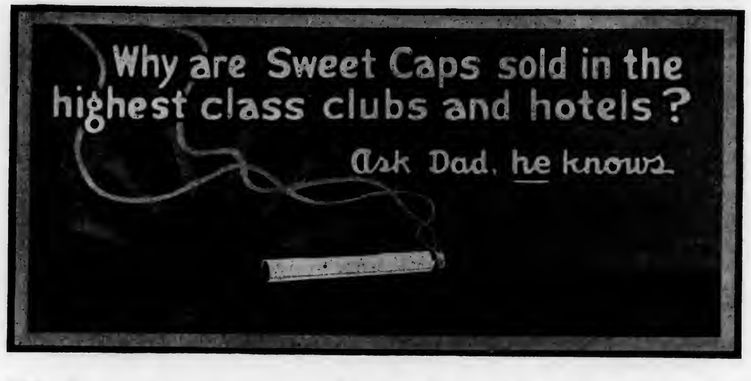
Peruvians Study the Tobacco Industry

The Government of Peru has issued an order through the Department of Fomento commissioning two Peruvian graduate students to spend a year in Cuba in a practical study of the cultivation and manufacture of tobacco. The order, as published in El Peruano, indicates that the Peruvian Government believes the expense of this commission will prove a profitable investment. The tobacco industry is a Government monopoly in Peru, and it is hoped that with a more scientific knowledge of the raising and curing of the weed this industry may add much to the prosperity of the country.

The Reynaldo Cigar Company, of Gilbertsville, Pa., recently filed articles of incorporation with a capital stock of $5000. Julius Levy, of New York, is named as the incorporator.

CHANCELLOR
Mild—CIGAR—Fragrant

25% to 75% Increased Sales
are made by many dealers in
SWEET CAPORAL
CIGARETTES
since our big Outdoor Painted advertising campaign started.



Painted Bulletins like the one shown to the left are 12 feet high and from 25 to 50 feet long. They are painted in striking colors and are placed along the most heavily traveled thoroughfares in the immediate vicinity of dealers' stores.

We have proven conclusively to the *American Tobacco Co.* that by concentrating their Wall and Bulletin Advertising in the dealers' immediate neighborhoods, that their dealers will sell more *Sweet Caporal* Cigarettes, and incidentally increase profits to their mutual advantage.

Every dealer will benefit by this campaign. We have a long term contract which guarantees *permanent* advertising through the biggest and most dominating advertising medium it is possible to secure.

Every dealer can lay in a fresh stock, knowing that he will receive plenty of assistance in selling it.

Ask Dad, he knows
is the slogan. You've seen it.

CHICAGO Thos. Cusack Company NEW YORK
Largest Advertising Company in the World
NATIONAL SALES REPRESENTATIVES FOR 87 PRINCIPAL CITIES

ECUADOR'S NEW TOBACCO LAW

Industry Becomes a Government Monopoly—Growers Must Obtain Licenses

THE Congress of Ecuador has recently passed a law providing for Government control of the tobacco industry, on the basis of concessions to producers and selling agencies. The privilege of selling tobacco in Ecuador for a period of one to four years will be sold by the Government to the highest bidder, in accordance with special regulations which are to be issued by December 1. A translation of the law, as published in "El Telegrafo" of October 21, follows:

Article 1. The production and manufacture of tobacco in the Republic shall be exempt from all fiscal taxes.

Art. 2. No one shall be allowed to raise tobacco without having previously given written notice to the authority specified in the regulations of the present law and in the terms therein prescribed.

Art. 3. Having given the required notice, as specified in the previous article, the tobacco grower shall obtain the respective license, for which there shall be no charge.

Art. 4. Manufactured tobacco shall be free of all export duties, and leaf tobacco shall pay an export duty of 9 sucres ($4.38) for every 46 kilos (101.4 pounds) gross weight.

Art. 5. Tobacco in any form can not be transported from one place to another without the necessary permit stating the place of production and destination, the name of the producer, transporter, and consignee, the net weight of the article, whether leaf or filler, and the number of cigars and cigarettes in boxes, if it be manufactured tobacco.

Leaf or filler tobacco can not be transported even within the town without the permit referred to in the above paragraph. The lack of this permit for any of the cases provided for in this article shall be occasion for contraband proceedings, the tobacco being immediately confiscated without further notice.

Art. 6. All tobacco on hand in the Republic on January 1, 1917, shall pay a tax of 2 sucres (97.34 cents) for each 46 kilos (101.4 pounds) net weight for leaf tobacco, and up to 0.50 sucre (24.34 cents) for every hundred cigars of whatever quality and 0.01 sucre (0.5 cent) for each cigarette box of the kind used at this time.

Art. 7. The establishments selling tobacco in any form shall pay an annual tax of not less than 180 sucres ($87.60) and not more than 9600 sucres ($4672), which shall be paid within six days after the regular auction or monthly in advance.

These auctions shall take place between the 1st and 15th of December of each year, to comply with the regulations. The basis, terms and conditions shall be announced 30 days in advance, and the auctions shall be held at the capital for each Province, for all districts or Provinces, before the finance committee and a notary public, in conformity with the regulations. In case the Executive should receive by the 10th of October of any year an offer at least 10 per cent. higher than that fixed in the budget for the auction in the whole Republic, this offer shall be taken as the basis for the general auction, which shall be announced within 40 days thereafter. This auction shall take place before the finance committee of the capital of the Republic, the committee being presided over by the Subsecretary of the Minister of Finance. For a general auction of a term of more than one year and not more than four years, the offers must comply with the preceding requirements, and there shall be increase of at least 10 per cent. in the annual quota during the time of the contract or concession.

Art. 8. The collection of the taxes on tobacco, as assigned by special laws and decrees, shall be done directly by municipalities, corporations, or designated employees, according to the said laws and decrees.

Art. 9. According to the Penal Code, every citizen has the right to report any smuggling of tobacco to the Government, such person being entitled to 50 per cent. of the quantity of the article confiscated.

Art. 10. Infractions of the present law and its regulations shall be punished by confiscation and a fine of from 50 sucres ($24.34) to 500 sucres ($243.35), according to the extent of the infraction.

Art. 11. The present law shall go into effect on January 1, 1917, and the regulations shall be issued by the Government before December 1, 1916.

Art. 12. The first auction shall take place from January 1 to 15, 1917, and notices shall be published 30 days in advance.

Art. 13. All opposing laws or decrees are hereby repealed.—Commerce Reports.

Successful Tobacco Cultivation in Colombia

There are productive tobacco lands near the coast of Colombia, South America, and in the Department of Santander, but the district of Ambalema produces the best grade and the greatest quantity of tobacco. The larger part of it is used locally for manufacturing cigars and cigarettes, although the exports have been important during some years. There was less tobacco grown than usual in 1915, owing to the expected curtailment of the market abroad. The invoiced price of exported tobacco early in 1915 was six cents a pound, which increased to eight cents a pound in November.

The elimination of Germany from the market in 1915 left the exporters of tagua or ivory nuts in this district with quantities on hand that could not be disposed of elsewhere. It is owing to the neglect in sorting the nuts according to size and grade that has prevented Colombian exporters from selling greater quantities in the United States. The prevailing local price of tagua during the year was $40 a ton.

Imports of manufactured tobacco into Colombia were considerably affected by general conditions in 1915 and by the enforcement of a law placing an excise tax on all foreign tobacco or products thereof. This tax is additional to the high import duty. Even before the passage of this law the retail price of imported tobacco products put them out of reach of most people. American tobacco for pipes, and American cigarettes retail in Cartagena at about three or four times the retail price in the United States.—"Commerce Reports."

Tobacco and Wine Taxation Discussed by Chinese

Chinese tobacco and wine merchants at Shanghai have formed a union to deal with the question of taxes as a result of the policy of the Government in recent years to establish monopolies in these trades. The "wine" referred to is the native liquor made from various cereals. Foreign tobacco and liquors are not subject to these impositions, and as the import duties are light, the dealers in the native products feel themselves at a disadvantage.

A general meeting of the union has been held, and the chairman offered to go to Peking at his own expense to lay the views of the members before the Government.

HAPPYLAND

We live but once. Let us partake of Earth's Good Things as we travel this road that leads to a Far-off Country. Verily, Fellow-pilgrims, Life is Happyland for him who smokes

EL ROI-TAN

Most all dealers sell the **Roi-Tan.** The dealer who does **not,** hurts himself—because **Roi-Tan** is more often called for than any other cigar. Modern merchandising requires getting maximum efficiency out of capital by quick-turning goods. The **Roi-Tan** fills the bill perfectly, because it is the **fastest** seller in the world.

Mr. Dealer, count the calls for Roi-Tan

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

MORRIS ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill.

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

WANTED—By live business-gettting brokers, factories in the First Districts, making goods from $16 to $28 per M. Can assure good business. Address Box 131, care of "Tobacco World."

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

For Sale.

EXCLUSIVE cigar jobbing house having a profitable established business wishes to handle one line of goods exclusively. Will consider affiliating with established manufacturer of reputation who can use additional capital and assistance. State your proposition. Correspondence strictly confidential. Box 155, care of "Tobacco World."

Situation Wanted.

POSITION WANTED—As superintendent or foreman, hand or suction work. Understand business thoroughly. Now employed with large concern. Want change. Best references. Address Box 133, care of "Tobacco World."

For Sale.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

Lancaster Tobacco Crop

The weather lately having been favorable, many of the Lancaster County tobacco growers are taking their crop from the poles preparatory to stripping. In spite of the complaints made by the packers when the tobacco was cut that much of it was not thoroughly ripened, and of the unfavorable condition of weather that prevailed immediately after the crop was shedded, the crop has cured most satisfactorily.

While the big cigar manufacturers who were heavy buyers of the 1916 crop have admonished the growers not to strip too early, as some real cold weather was necessary to put the tobacco in proper condition, some stripping has been done, and stripping will from now on go steadily along.

Wisconsin Tobacco Market

Janesville, Wis.

A spell of moist weather during the middle of November, while not sufficient to bring tobacco in shape for stripping, except in lower outside tiers, gave growers and dealers a better opportunity to examine the texture of the leaf. The best crops have cured satisfactorily and give promise of a grade of tobacco which will meet the approval of dealers and the cigar trade. The condition of frosted crops in which there is considerable interest, is said to be much better than was anticipated, and the value of frozen stock will be less impaired than was at first supposed. Growers are now awaiting a prolonged spell of case weather, in order to get their crops ready for market before the Christmas holidays. In the meantime, warehouse men are organizing their forces for packing. Janesville dealers face a shortage of female labor, and it is probable that wages will be boosted as a result of the demand.

G. L. M.

"LA MEGA" *MADE IN BOND*
HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP
V. Guerra, Diaz & Co., Tampa, Fla.

The Tobacco Situation in Norway

Very little tobacco is grown in Norway, manufacturers depending almost entirely upon foreign sources for supplies of raw material. The Government during the year imposed a revenue tax on cigars, cigarettes and snuff. As a result, the prices of the manufactured products were considerably higher, but with apparently no unfavorable influence upon sales, and the output of the factories was estimated to have been as great as in the previous year. Imports of leaf tobacco amounted to 2082 tons, as compared with 2107 tons in the previous year.

Increased Prices of Tobacco in Italy

By a decree published in the "Official Gazette" of September 30, the retail price per pound of Superior Maryland Cut and Superior Strong Cut Tobacco is increased from $1.75 to $2.20; that of First Quality Cut Sweet from $1.55 to $1.75; Macedonia cigarettes, with or without mouthpiece, from $3.50 to $3.95, and Virginia and Maryland cigarettes from $2.65 to $3.05. These prices are to be in force from October 1, 1916, until six months after the conclusion of peace. The sale of tobacco in Italy is a Government monopoly.

The number of hands in the new factory of the Deisel-Wemmer Company, at Bellefontaine, O., now numbers seventy.

The G. J. Johnson Cigar Company is preparing to open a branch factory in Traverse, Mich. They will employ one hundred and fifty hands.

Gustave E. Radtke, of Sheboygan, Mich., has recently opened his new two-story building on South Twelfth Street. He deals in wholesale tobaccos. He formerly conducted a place of business at 1415 Pennsylvania Avenue.

The cigar store of Sol Van Praag, 2222 South Wabash Avenue, Chicago, Ill., was recently robbed of $135. Three armed men entered the place and ordered the clerk, Jacob Wolfson, to put up his hands, after which they took $96 from his clothes and $39 from the cash register.

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MILDMAN:—39,944. For cigars. October 23, 1916. The Mike Wright Co., Inc., Seattle, Wash.

FLORIDA SPECIAL:—39,945. For cigars. October 24, 1916. Edward's Cigar Factory (T. W. Edwards, Prop.), Bainbridge, Ga.

ASINO:—39,953. For tobacco in all its forms. November 9, 1916. Nicola Faddeo, Rochester, N. Y.

PENN-HARRIS:—39,959. For all tobacco products. October 30, 1916. J. C. Herman & Co., Harrisburg, Pa.

HENRY W. RANGER:—39,960. For all tobacco products. November 10, 1916. American Lithographic Co., New York City.

F. H.:—39,961. For all tobacco products. September 22, 1916. American Lithographic Co., New York City.

TRADE BANK:—39,962. For cigars, cigarettes, cheroots and tobacco. November 11, 1916. American Lithographic Co., New York City.

MARIE GRANDE:—39,963. For cigars. October 20, 1916. A. Rosen & Kessler, New York City.

GRANDE X:—39,964. For cigars, cigarettes, etc. August 23, 1916. Pasbach-Voice Lithographic Co., New York City.

LA HORINCA:—39,969. For cigars. November 8, 1916. Abraham Kopp, New York City.

MINNESOTA SCENIC HIGHWAY:—39,970. For all tobacco products. October 21, 1916. C. B. Henschel Manufacturing Co., Milwaukee, Wis.

LUIS MORENA:—39,971. For cigars, cigarettes, cheroots and tobacco. November 16, 1916. H. A. Wernli, Minneapolis, Minn.

HAVANA THOTS:—39,972. For all tobacco products. November 10, 1916. C. B. Henschel Manufacturing Co., Milwaukee, Wis.

DAIRY FAIR:—39,973. For cigars, cigarettes, cheroots and tobacco. October 25, 1916. Noble Cigar Co., Westfield, Mass.

6-40-4:—39,974. For cigars. November 20, 1916. M. H. Gara, Chicago Heights, Ill.

RANIER CLUB:—39,975. For cigars. November 8, 1916. E. M. Schwarz & Co., New York City.

MANUEL CABALLERO:—39,976. For all tobacco products. November 24, 1916. Pasbach-Voice Lithographic Co., New York City.

T. V. F.:—39,977. For cigars and cigarettes. November 18, 1916. Preferred Havana Tobacco Co., New York City.

KRIMARK:—39,979. For cigars, cigarettes and all tobacco products and cigarette papers. November 18, 1916. K. Markarian, Wooster, Mass.

TRANSFERS

MUSIC MASTER:—30,274 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered September 8, 1905, by the American Lithographic Co., New York City, by various transactions was acquired by the Cien Porciento Co., and transferred to Fitzpatrick & Draper, Kingston, N. Y., September 27, 1916.

KING PETER:—25,802 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered July 13, 1903, by the American West Indies Trading Co., New York City, by various transactions was acquired by the Cien Porciento Co., New York City, and re-transferred to Fitzpatrick & Draper, Kingston, N. Y., September 27, 1916.

SERPINO:—28,916 (Trade Mark Record). For cigars, cigarettes and tobacco. Registered August 25, 1903, by George Schlegel, New York City, by various transactions was acquired by the Cien Porciento Co., New York City, and re-transferred to Fitzpatrick & Draper, Kingston, N. Y., September 27, 1916.

LURIANA:—16,394 (Tobacco World). For cigars, cigarettes, cheroots, stogies, smoking and chewing tobacco. Registered October 9, 1908, by American Lithographic Co., New York City, by various transactions was acquired by Casper T. Dixon, New York City, and re-transferred to Cien Porciento Co., New York City, October 13, 1915.

MYRIANA:—16,654 (Tobacco World). For cigars, cigarettes, cheroots, stogies, smoking and chewing tobacco. Registered November 23, 1908, by American Lithographic Co., New York City, by various transactions was acquired by Casper T. Dixon, New York City, and re-transferred to Cien Porciento Co., New York City, October 13, 1915.

MANTORA:—17,395 (Tobacco World). For cigars, cigarettes, cheroots, smoking and chewing tobacco. Registered March 6, 1909, by American Lithographic Co., New York City, by various transactions was acquired by Casper T. Dixon, New York City, and re-transferred to Cien Porciento Co., New York City, October 13, 1915.

VAROLA:—18,218 (Tobacco World). For cigars, cigarettes, cheroots, smoking and chewing tobacco. Registered July 23, 1909, by American Lithographic Co., New York City, by various transactions was acquired by Casper T. Dixon, New York City, and re-transferred to the Cien Porciento Co., New York City, October 13, 1915.

MI CREENCIA:—33,908 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered August 12, 1907, by Sola Arguelles & Co., New York City, was transferred to the Cien Porciento Co., New York City, by the Sola Cigar Co., successors to Sola Arguelles & Co., New York City, October 21, 1916.

AGUEY NABA:—23,550 (U. S. Tobacco Journal). For cigars. Registered December 17, 1900, by J. Sola & Co., Caguas, P. R., was transferred to Cien Porciento Co., New York City, by Sola Cigar Co., successors to J. Sola & Co., on October 21, 1916.

SOLA BELLA:—19,487 (Tobacco World). For cigars, cigarettes, cheroots and tobacco. Registered January 19, 1910, by the American Lithographic Co., New York City, was transferred to the Sola Cigar Co., New York City, and re-transferred to the Cien Porciento Co., New York City, on October 21, 1916.

COMPEER:—72,698 (U. S. Patent Office). For cigars. Registered February 9, 1909, by Lawrence M. Crump, Chicago, Ill., was transferred to the Compeer Cigar Co., and re-transferred to Clarence B. Kutz, on November 9, 1916.

PLANTISTA BRAND:—34,465 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered December 27, 1907, by Compeer Cigar Co., Indianapolis, Ind., was transferred to the Lilies Cigar Co., Detroit, Mich., November 9, 1916.

DAIRY:—6,098 (Trade Mark Record). For cigars. Registered September 24, 1889, by George Schlegel, New York City, and transferred to A. Noble Cigar Co., Westfield, Mass., on November 15, 1916.

LA TURINA:—20,410. Registered by United Registration Bureau for cigars, cigarettes and tobacco, September 15, 1909, by American West Indies Co., and by various transactions was acquired by the Cien Porciento Co., New York City, September 13, 1916.

John W. Byrne, who has been connected with the American Cigar Company for the past fourteen years, has resigned his position, and will open up a factory of his own. He expects to locate in the Saiter Building, on North Diamond Street, Mansfield, O.

GUMLESS BANDS
SANITARY AND EFFICIENT
FINEST IMPORTED
Cigar Bands and Labels
GARRETT H. SMITH
United States and Canadian Representative
Compañia Litográfica de la Habana, Habana, Cuba
106 EAST 19th STREET, NEW YORK CITY
Telephone, Gramercy 4880

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
122-222 WEST 18TH STREET NEW YORK

JOSE F. ROCHA Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.

IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.

Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.

Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania

151 North 3d St., Philadelphia

E. Rosenwald & Bro.

145 WATER STREET --- NEW YORK

A. Cohn & Company

Importers of Havana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra

142 Water Street, . . . New York

Established 1870 Factory No. 79

S. R. KOCHER

Manufacturer of Fine Havana and Domestic Cigars
and Packer of Leaf Tobacco

Leading brands—"Volitta," "Quaker," "Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"

Correspondence with wholesale and jobbing trade invited

Factory and Offices: WRIGHTSVILLE, PA.

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

JULIUS MARQUSEE, 141 Water Street, New York
Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3966 JOHN

Established 1890 Correspondence Solicited

KEYSTONE VARIETY WORKS
HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon
Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

CARDENAS y CIA Cable Address, "Nasdecar"

Almacen de Tabaco en Rama

SPECIALTY—VUELTA ABAJO AND ARTEMISA

126 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER
Leaf Tobacco Merchant
HAVANA, CUBA—Consulado 115
NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W

WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
WOODHAVEN AVENUE, GLENDALE, NEW YORK

The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

GEO. SCHLEGEL
22nd St. and Second Ave.,
NEW YORK

MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.

CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

J. K. LEAMAN

Packer of and Dealer in **Leaf Tobacco**

Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-in-Hand, Lancaster Co., Pa.

John F. Nissly & Co.

Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 186 WATER STREET, NEW YORK

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office: SAN MIGUEL 136 Puerto Rico Warehouse: CAYEY New York Office: 178 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.

Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

THE YORK TOBACCO CO.

Packers and Jobbers in All Grades of **LEAF TOBACCO**

Office and Warehouse, 15 East Clark Avenue, YORK, PA.

MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sawed CIGAR BOXES, Go to Established 1890

Keystone Cigar Box Co., Sellersville, Pa.

Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer

MONROE D. SELLERS, SELLERSVILLE, PA.

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Michaelsen & Prasse
Commission Merchants
Leaf Tobacco & Cigars
18 Obrapia Street, Havana, Cuba
Address: Cable "UNICUM" P. O. Box 33

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877 NEW FACTORY 1904

H. W. HEFFENER & SON
Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
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HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

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CIGAR BOX LABELS
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322 Chestnut Street

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
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27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

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THE MOEHLE LITHOGRAPHIC CO.
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CIGAR LABELS & BANDS
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170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY
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LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
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These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. .·. No bogus Advertising admitted.

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332 East Forty-eighth Street, New York City.

WANTED—By live business-getting brokers, factories in the First Districts, making goods from $16 to $28 per M. Can assure good business. Address Box 131, care of "Tobacco World."

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EXCLUSIVE cigar jobbing house having a profitable established business wishes to handle one line of goods exclusively. Will consider affiliating with established manufacturer of reputation who can use additional capital and assistance. State your proposition. Correspondence strictly confidential. Box 155, care of "Tobacco World."

Situation Wanted.

POSITION WANTED—As superintendent or foreman, hand or suction work. Understand business thoroughly. Now employed with large concern. Want change. Best references. Address Box 133, care of "Tobacco World."

For Sale.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

Lancaster Tobacco Crop

The weather lately having been favorable, many of the Lancaster County tobacco growers are taking their crop from the poles preparatory to stripping. In spite of the complaints made by the packers when the tobacco was cut that much of it was not thoroughly ripened, and of the unfavorable condition of weather that prevailed immediately after the crop was shedded, the crop has cured most satisfactorily.

While the big cigar manufacturers who were heavy buyers of the 1916 crop have admonished the growers not to strip too early, as some real cold weather was necessary to put the tobacco in proper condition, some stripping has been done, and stripping will from now on go steadily along.

Wisconsin Tobacco Market

Janesville, Wis.

A spell of moist weather during the middle of November, while not sufficient to bring tobacco in shape for stripping, except in lower outside tiers, gave growers and dealers a better opportunity to examine the texture of the leaf. The best crops have cured satisfactorily and give promise of a grade of tobacco which will meet the approval of dealers and the cigar trade. The condition of frosted crops in which there is considerable interest, is said to be much better than was anticipated, and the value of frozen stock will be less impaired than was at first supposed. Growers are now awaiting a prolonged spell of case weather, in order to get their crops ready for market before the Christmas holidays. In the meantime, warehouse men are organizing their forces for packing. Janesville dealers face a shortage of female labor, and it is probable that wages will be boosted as a result of the demand.

G. L. M.

"LA MEGA" MADE IN BOND
HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP
V. Guerra, Diaz & Co., Tampa, Fla.

The Tobacco Situation in Norway

Very little tobacco is grown in Norway, manufacturers depending almost entirely upon foreign sources for supplies of raw material. The Government during the year imposed a revenue tax on cigars, cigarettes and snuff. As a result, the prices of the manufactured products were considerably higher, but with apparently no unfavorable influence upon sales, and the output of the factories was estimated to have been as great as in the previous year. Imports of leaf tobacco amounted to 2082 tons, as compared with 2107 tons in the previous year.

Increased Prices of Tobacco in Italy

By a decree published in the "Official Gazette" of September 30, the retail price per pound of Superior Maryland Cut and Superior Strong Cut Tobacco is increased from $1.75 to $2.20; that of First Quality Cut Sweet from $1.55 to $1.75; Macedonia cigarettes, with or without mouthpiece, from $3.50 to $3.95, and Virginia and Maryland cigarettes from $2.65 to $3.05. These prices are to be in force from October 1, 1916, until six months after the conclusion of peace. The sale of tobacco in Italy is a Government monopoly.

The number of hands in the new factory of the Deisel-Wemmer Company, at Bellefontaine, O., now numbers seventy.

The G. J. Johnson Cigar Company is preparing to open a branch factory in Traverse, Mich. They will employ one hundred and fifty hands.

Gustave E. Radtke, of Sheboygan, Mich., has recently opened his new two-story building on South Twelfth Street. He deals in wholesale tobaccos. He formerly conducted a place of business at 1415 Pennsylvania Avenue.

The cigar store of Sol Van Praag, 2222 South Wabash Avenue, Chicago, Ill., was recently robbed of $135. Three armed men entered the place and ordered the clerk, Jacob Wolfson, to put up his hands, after which they took $96 from his clothes and $39 from the cash register.

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services

Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MILDMAN:—39,944. For cigars. October 23, 1916. The Mike Wright Co., Inc., Seattle, Wash.

FLORIDA SPECIAL:—39,945. For cigars. October 24, 1916. Edward's Cigar Factory (T. W. Edwards, Prop.), Bainbridge, Ga.

ASINO:—39,953. For tobacco in all its forms. November 9, 1916. Nicola Faddeo, Rochester, N. Y.

PENN-HARRIS:—39,959. For all tobacco products. October 30, 1916. J. C. Herman & Co., Harrisburg, Pa.

HENRY W. RANGER:—39,960. For all tobacco products. November 10, 1916. American Lithographic Co., New York City.

F. H.:—39,961. For all tobacco products. September 22, 1916. American Lithographic Co., New York City.

TRADE BANK:—39,962. For cigars, cigarettes, cheroots and tobacco. November 11, 1916. American Lithographic Co., New York City.

MARIE GRANDE:—39,963. For cigars. October 20, 1916. A. Rosen & Kessler, New York City.

GRANDE X:—39,964. For cigars, cigarettes, etc. August 23, 1916. Pasbach-Voice Lithographic Co., New York City.

LA HORINCA:—39,969. For cigars. November 8, 1916. Abraham Kopp, New York City.

MINNESOTA SCENIC HIGHWAY:—39,970. For all tobacco products. October 21, 1916. C. B. Henschel Manufacturing Co., Milwaukee, Wis.

LUIS MORENA:—39,971. For cigars, cigarettes, cheroots and tobacco. November 16, 1916. H. A. Wernli, Minneapolis, Minn.

HAVANA THOTS:—39,972. For all tobacco products. November 10, 1916. C. B. Henschel Manufacturing Co., Milwaukee, Wis.

DAIRY FAIR:—39,973. For cigars, cigarettes, cheroots and tobacco. October 25, 1916. Noble Cigar Co., Westfield, Mass.

6-40-4:—39,974. For cigars. November 20, 1916. M. H. Gara, Chicago Heights, Ill.

RANIER CLUB:—39,975. For cigars. November 8, 1916. E. M. Schwarz & Co., New York City.

MANUEL CABALLERO:—39,976. For all tobacco products. November 24, 1916. Pasbach-Voice Lithographic Co., New York City.

T. V. F.:—39,977. For cigars and cigarettes. November 18, 1916. Preferred Havana Tobacco Co., New York City.

KRIMARK:—39,979. For cigars, cigarettes and all tobacco products and cigarette papers. November 18, 1916. K. Markarian, Wooster, Mass.

TRANSFERS

MUSIC MASTER:—30,274 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered September 8, 1905, by the American Lithographic Co., New York City, by various transactions was acquired by the Cien Porciento Co., and transferred to Fitzpatrick & Draper, Kingston, N. Y., September 27, 1916.

KING PETER:—25,802 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered July 13, 1903, by the American West Indies Trading Co., New York City, by various transactions was acquired by the Cien Porciento Co., New York City, and re-transferred to Fitzpatrick & Draper, Kingston, N. Y., September 27, 1916.

SERPINO:—28,916 (Trade Mark Record). For cigars, cigarettes and tobacco. Registered August 25, 1903, by George Schlegel, New York City, by various transactions was acquired by the Cien Porciento Co., New York City, and re-transferred to Fitzpatrick & Draper, Kingston, N. Y., September 27, 1916.

LURIANA:—16,394 (Tobacco World). For cigars, cigarettes, cheroots, stogies, smoking and chewing tobacco. Registered October 9, 1908, by American Lithographic Co., New York City, by various transactions was acquired by Casper T. Dixon, New York City, and re-transferred to Cien Porciento Co., New York City, October 13, 1915.

MYRIANA:—16,654 (Tobacco World). For cigars, cigarettes, cheroots, stogies, smoking and chewing tobacco. Registered November 23, 1908, by American Lithographic Co., New York City, by various transactions was acquired by Casper T. Dixon, New York City, and re-transferred to Cien Porciento Co., New York City, October 13, 1915.

MANTORA:—17,395 (Tobacco World). For cigars, cigarettes, cheroots, smoking and chewing tobacco. Registered March 6, 1909, by American Lithographic Co., New York City, by various transactions was acquired by Casper T. Dixon, New York City, and re-transferred to Cien Porciento Co., New York City, October 13, 1915.

VAROLA:—18,218 (Tobacco World). For cigars, cigarettes, cheroots, smoking and chewing tobacco. Registered July 23, 1909, by American Lithographic Co., New York City, by various transactions was acquired by Casper T. Dixon, New York City, and re-transferred to the Cien Porciento Co., New York City, October 13, 1915.

MI CREENCIA:—33,908 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered August 12, 1907, by Sola Arguelles & Co., New York City, was transferred to the Cien Porciento Co., New York City, by the Sola Cigar Co., successors to Sola Arguelles & Co., New York City, October 21, 1916.

AGUEY NABA:—23,550 (U. S. Tobacco Journal). For cigars. Registered December 17, 1900, by J. Sola & Co., Caguas, P. R., was transferred to Cien Porciento Co., New York City, by Sola Cigar Co., successors to J. Sola & Co., on October 21, 1916.

SOLA BELLA:—19,487 (Tobacco World). For cigars, cigarettes, cheroots and tobacco. Registered January 19, 1910, by the American Lithographic Co., New York City, was transferred to the Sola Cigar Co., New York City, and re-transferred to the Cien Porciento Co., New York City, on October 21, 1916.

COMPEER:—72,698 (U. S. Patent Office). For cigars. Registered February 9, 1909, by Lawrence M. Crump, Chicago, Ill., was transferred to the Compeer Cigar Co., and re-transferred to Clarence B. Kutz, on November 9, 1916.

PLANTISTA BRAND:—34,465 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered December 27, 1907, by Compeer Cigar Co., Indianapolis, Ind., was transferred to the Lilies Cigar Co., Detroit, Mich., November 9, 1916.

DAIRY:—6,098 (Trade Mark Record). For cigars. Registered September 24, 1889, by George Schlegel, New York City, and transferred to A. Noble Cigar Co., Westfield, Mass., on November 15, 1916.

LA TURINA:—20,410. Registered by United Registration Bureau for cigars, cigarettes and tobacco, September 15, 1909, by American West Indies Co., and by various transactions was acquired by the Cien Porciento Co., New York City, September 13, 1916.

John W. Byrne, who has been connected with the American Cigar Company for the past fourteen years, has resigned his position, and will open up a factory of his own. He expects to locate in the Saiter Building, on North Diamond Street, Mansfield, O.

GUMLESS BANDS
SANITARY AND EFFICIENT
FINEST IMPORTED
Cigar Bands and Labels
GARRETT H. SMITH
United States and Canadian Representative
Compañia Litográfica de la Habana, Habana, Cuba
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Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

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Figuras 39-41, Cable "CUETARA" Havana, Cuba

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K. STRAUS & CO.

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And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

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Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania

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E. Rosenwald & Bro.

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A. Cohn & Company

Importers of Havana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra

142 Water Street, . . . New York

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S. R. KOCHER

Manufacturer of Fine Havana and Domestic Cigars
and Packer of Leaf Tobacco

Leading brands—"Volitta," "Quaker," "Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"

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TELEPHONE 3966 JOHN

Established 1890 Correspondence Solicited

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Printed or Stamped in Gold or Silver

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HEINRICH NEUBERGER

Leaf Tobacco Merchant

HAVANA, CUBA—Consulado 115

NEW YORK, No. 130 Water Street BREMEN, GERMANY

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Gail & Ax's Snuff, : Est. 1851

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Strong, Salt, Sweet and Plain Scotchs

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MANUFACTURER OF ALL KINDS OF
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LOUIS G. CAVA, Mgr.

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John F. Nissly & Co.

Packers and Dealers in
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No. 143 Market Street, Lancaster, Pa.

LESLIE PANTIN

Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

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QUALITY HAVANA
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Joseph Mendelsohn Louis A. Borneman
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HAVANA TOBACCO IMPORTERS
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And Packers of Puerto Rican Tobacco
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SAN MIGUEL, 136 CAYEY 128 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.

Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

THE YORK TOBACCO CO.

Packers and Jobbers in All Grades of **LEAF TOBACCO**

Office and Warehouse, 15 East Clark Avenue, YORK, PA.

MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sawed CIGAR BOXES, Go to Established 1880

Keystone Cigar Box Co., Sellersville, Pa.

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Commission Merchants
Leaf Tobacco & Cigars
18 Obrapia Street, Havana, Cuba
Address: Cable "UNICUM" P. O. Box 23

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877 NEW FACTORY 1904

H. W. HEFFENER & SON

Steam Cigar Box Manufacturers
AND MAKERS OF
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HOWARD & BOUNDARY AVE. YORK, PA.

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Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS
90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS
FOR THE
CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. ∴ No bogus Advertising admitted.

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HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE
179 West Washington St., Chicago, Ill.

PHILADELPHIA OFFICE
322 Chestnut Street

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Parmenter Wax-Lined Coupon Cigar Pockets

AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known

Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS
90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO.
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INTENTIONAL 2ND EXPOSURE

WE GUARANTEE

Copenhagen Snuff

To Be

ABSOLUTELY PURE

WE guarantee Copenhagen Snuff is made from the whole leaf of Tennessee and Kentucky Tobacco.

We guarantee the sweetening and seasoning and flavors and scent, in fact everything that is added to the tobacco or put on the tobacco, is pure and may be used freely in food under the United States Pure Food Laws.

OUR OFFER

THAT every user of Copenhagen Snuff can feel entirely safe and know that he is using a pure tobacco, we offer to any man (including our own employees) Five Thousand Dollars who will show our guarantee to be incorrect, or to any man who finds in Copenhagen Snuff as manufactured and shipped by us anything used in the tobacco or on the tobacco that may not be used freely in food products under the United States Pure Food Laws.

Weyman-Bruton Company

50 Union Square

New York

J. Peterson

PRESIDENT

El Principe de Gales

OLD STANDARD

HAVANA-CIGARS

A BRAND WITH A WONDERFUL RECORD

AN UNINTERRUPTED SALE FOR MORE THAN 60 YEARS

A STANDARD OF VALUE AMONG HAVANA LINES

HAVANA AMERICAN CO.

111 FIFTH AVENUE NEW YORK

The Man Who Smokes Them Says—

"It is the BEST CIGAR VALUE IN THE WORLD at 5c."

That is the reason the

John Ruskin

Cigar is one of the World's Biggest Sellers.

John Ruskin 5¢

THEY COULD BE SMALLER-BUT NOT BETTER

John Ruskin Cigars are handmade and the Havana tobacco used is the choicest grown. They're mild—Big and Fragrant,

Valuable Profit Sharing Voucher on the Band of Each John Ruskin Cigar.

I. LEWIS CIGAR MFG. COMPANY

NEWARK, N. J.

Largest Independent Cigar Factory in the World.

NO USE TALKING

There is but one way to gain success.

There is but one way to maintain success.

Bold has been successful, and is continuing that success, simply because it considers

QUALITY FIRST

Everywhere, Everytime its

BOLD

"Above All"

Bobrow Bros. - Philadelphia

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THE TOBACCO WORLD

DECEMBER 15th

1916

Leading Features

City Retail Stores Show High Class Goods for Holiday Trade

Sumatra Importing House of H. Duys & Co. Incorporate Business for $1,800,000

Manuel Suarez Dies in Havana

The Retailer and the Trade Paper

Interest Comparisons in the Revenue Report

Manila Cigars Gain Thirty-Six Million in Ten Months

Knickerbocker's Broadway Jottings

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Market

Registration of New Brands of Cigars Cigarettes, Tobacco, Etc.

ESTABLISHED 1881

Vol. XXXVI No. 24

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

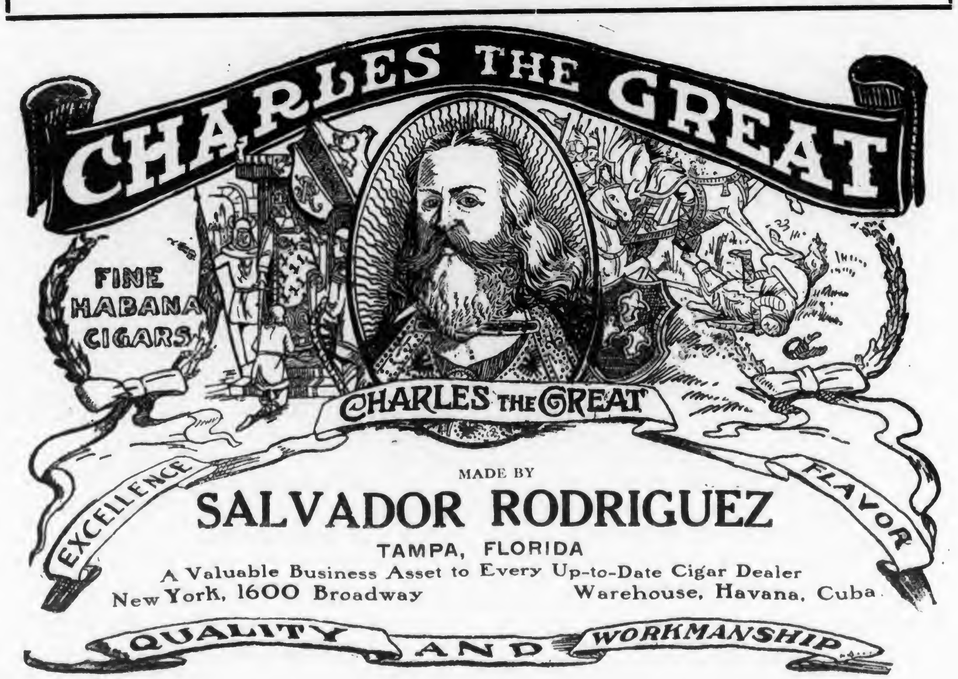
Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

TRADE MARK
Reg. U. S. Pat. Office



MADE BY

SALVADOR RODRIGUEZ

TAMPA, FLORIDA

A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba

The same great organization, kind of advertising and quality standards that have made

W D C TRADE MARK

The **Wellington**

THE UNIVERSAL PIPE

the world's biggest selling pipe—are back of

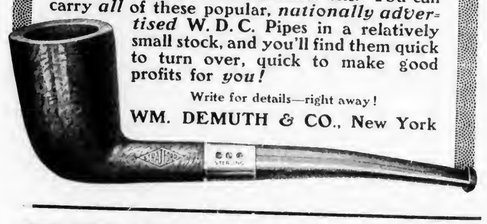
The Big Four

BRIGHTON, to retail at	$ .35 and up
WINDSOR, to retail at	.50 " "
STRATFORD, to retail at	.75 " "
W. D. C. HAND-MADE, to retail at	1.00 " "

You offer your customers their choice of 24 different shapes in each grade! All are genuine French Briar Pipes with vulcanite bits. You can carry *all* of these popular, *nationally advertised* W. D. C. Pipes in a relatively small stock, and you'll find them quick to turn over, quick to make good profits for *you!*

Write for details—right away!

WM. DEMUTH & CO., New York



MANILA CIGARS

As Mild and as Cool

as a breeze from the sea—Manila Cigars burn perfectly—They are all hand made, Spanish method—They have body and character—A high standard of quality is rigidly maintained under Government supervision and inspection.

Look for the Government Guarantee Stamp on Every Box

Londres Grandes

The Juan F. Portuondo

CIGAR MFG. CO.

PHILADELPHIA

De Luxe Segars

THE CALIDAD SIZE RETAILS FOR A DIME

Wonderful Value

CLEAR HABANA—FULLY MATURED

MADE BY

JOHN W. MERRIAM & CO.

101 Spring Street, New York

[MERRIAM CIGARS INC., SUCCESSOR]

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company

LIMA, O.

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

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OFFICE AND FACTORY: TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

TRADE MARK
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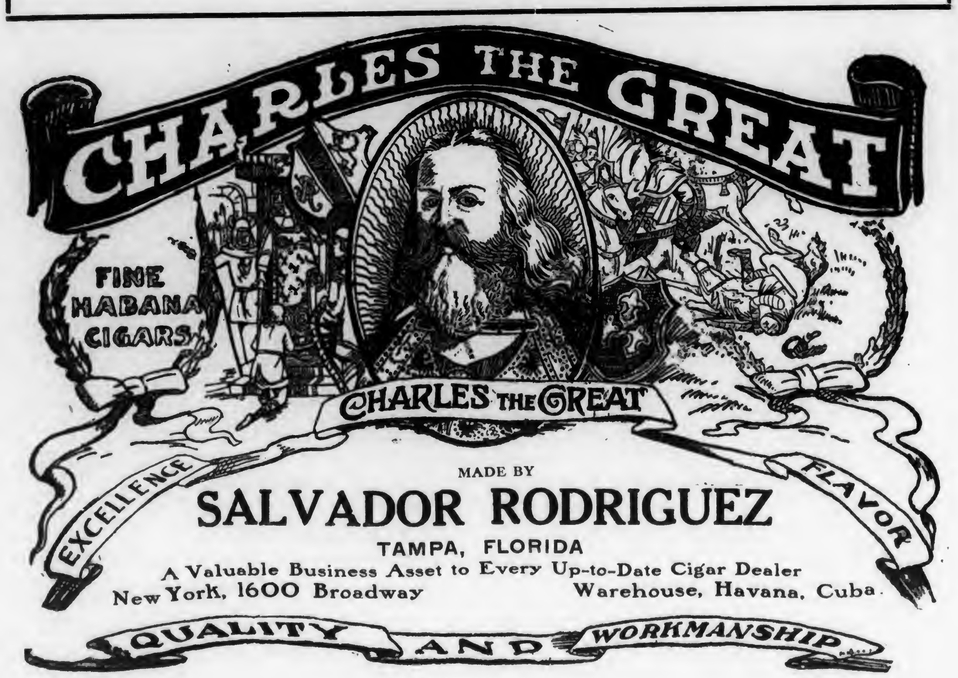

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the world's biggest selling pipe—are back of

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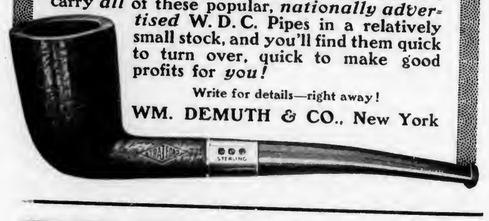

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For Gentlemen of Good Taste

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LIMA, O.

INTENTIONAL 2ND EXPOSURE

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN
HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street - New York

Board of Trade Bldg., Montreal, Canada

SOL
HABANA

Behrens & Co.

Havana, Cuba
Estrella No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

FLORILLARD CO. ESTABLISHED 1760

STAG

EVER-LASTING-LY GOOD

We've put over some big things in 156 years of leadership.

STAG is the biggest thing we ever put out in the tobacco line.

—**Biggest in goodness!**

—**Biggest in quality!**

—**Biggest in value!**

It pays to recommend STAG!

STAG BACKS YOU UP!

MADE AT OUR NEWARK, N. J. FACTORIES

ROCKY FORD

QUALITY—HAND MADE—SUMATRA WRAPPED—NICKEL CIGAR

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 5 for 10c—4 for 10c—3 for 10c and 2 for 5c., giving the Jobber and Retailer an exceptional margin of profit.

Write For Full Information

UNION AMERICAN CIGAR CO.

General Offices, Pittsburgh, Pa.

YEARS OF EXPERIENCE HAVE MADE

PUNCH

A Cigar with Hardly a Rival

MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba

AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

Free! **SAMPLES** Free!

Ask and You Will Receive

....FIFTH AVENUE....

A Union Made Cigarette of Quality

10c FOR PACKAGE of 10

Mouthpiece, Cork or Plain Tip

I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.

LIVE DISTRIBUTORS WANTED

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY

LA FLOR DE R. A. BACHIA Y CA. TRADE MARK HABANA

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK

FACTORY TAMPA FLORIDA

WAREHOUSE LEALTAD 129 HAVANA

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N. Y. City.

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.

RICHMOND, VA.

Remarkable Leaders
among
CLEAR HAVANA BRANDS

These are cigars Made—In—Bond and smoked from Coast—to—Coast, enjoying an enviable reputation among dealers for "Repeat" calls.

You should stock at least one of these brands:

"El Briche"
"Hoyo de Cuba"
"Flor de San Martin & Leon"

Jobbers and Dealers have not been slow to appreciate the value of Clear Havana brands that duplicate, as is testified by the steadily increasing sales.

San Martin & Leon cigars are favorites with the consumer. Do not lose trade and profits by failing to have these goods in stock.

San Martin & Leon
Tampa, Florida
Member, Tobacco Merchants' Association

The Real Independent Factory in Havana

"PARTAGAS"

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

CIFUENTES, PEGO Y CA.,
172 Industria :: Havana, Cuba

ROBERT E. LANE
General Representative for United States and Canada
115 Broadway New York

"Above All" to Our Friends

We extend our sincere thanks for the confidence maintained in our products; and the valued patronage and support accorded us.

We wish you all a most joyous Christmas, and a New Year, with peace on earth, happiness and prosperity.

Bohrow Bros.

A LETTER TO THE TRADE

EVERY cigar man has begun to feel the pinch of the higher prices.

You have got to face even greater advances in the cost of the merchandise you handle.

What are you going to do about it?

How can you meet the situation?

Don't waste your time and gray brain matter talking over how much more your merchandise is costing you. Look for the solution of the problem! Face the matter squarely and see what you can do! You have got to face the higher costs! It is up to you NOW to make a NEW CHOICE of cigars on which to PUT YOUR EFFORT! No fake cigar will do.

In this situation we can help you, for it can be proved that there is nothing that can be offered to the consumer at 3 for 25c and 10c that is of equal value to a first class Porto Rican cigar. We can give you SAVARONA cigars to retail at these prices that can be handled in the regular way through the Jobber.

I do not believe there is a cigar on the market of equal smoking value to the 10c SAVARONA, and we have some remarkable values at this price and 3 for 25c.

The reason we can claim this and substantiate it is because Porto Rican tobacco is the only good cigar tobacco that does not pay duty and because SAVARONA is the only independent Porto Rican cigar that has made good.

You must put out of your consideration old prices and the sizes of any cigars you formerly sold at certain prices, and see what you can do under the present circumstances.

Write to us for sizes and prices.

F. R. HOISINGTON, President,
CAYEY-CAGUAS TOBACCO CO. INC.
152 Water St., N. Y.

BAYUK BROTHERS

"HAVANA RIBBON"

FIVE CENT CIGAR
PHILADELPHIA

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

1871 GATO 1871

Write for Open Territory
Factory: Key West, Fla.
New York Office; 203 W. Broadway

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

WE GUARANTEE

Copenhagen Snuff

To Be
ABSOLUTELY PURE

WE guarantee Copenhagen Snuff is made from the whole leaf of Tennessee and Kentucky Tobacco.

We guarantee the sweetening and seasoning and flavors and scent, in fact everything that is added to the tobacco or put on the tobacco, is pure and may be used freely in food under the United States Pure Food Laws.

OUR OFFER

THAT every user of Copenhagen Snuff can feel entirely safe and know that he is using a pure tobacco, we offer to any man (including our own employees) Five Thousand Dollars who will show our guarantee to be incorrect, or to any man who finds in Copenhagen Snuff as manufactured and shipped by us anything used in the tobacco or on the tobacco that may not be used freely in food products under the United States Pure Food Laws.

Weyman-Bruton Company
50 Union Square
New York

J. Peterson
PRESIDENT

To The Trade:

We take this opportunity of offering our appreciation for your many favors, and we extend to you our sincere wishes for a Merry Xmas and continued prosperity in the year 1917.

"44" Cigar Co., Inc.
Philadelphia

"Wisdom is knowing what to do, Skill is knowing how to do it, and Virtue is doing it."

This has been our thought, purpose and action over a period of twenty-five years. That the Trade appreciates these facts is indicated by the continued growth of their patronage.

American Sumatra Tobacco Co.

LARGEST PRODUCERS OF SHADE TOBACCO IN THE WORLD

Our 1916 Crop of

SHADE WRAPPERS

grown upon our Connecticut, Florida and Georgia Plantations, mark a new era in the history of the industry.

AMERICAN SUMATRA TOBACCO CO.
142 WATER STREET, NEW YORK

A Larger Profit for You

The 15c tin—the New Leader

Harmony
A PIPE BLEND of five distinct kinds of imported and domestic tobacco each kind alone having a delightful aroma and natural flavor without the slightest harshness.

15¢
In the cream-colored, nut-brown tin

To Tobacco Retailers: There is an attractive *profit feature* for you in Harmony Pipe Blend not to be had in any other tobacco. Get our price list from your jobber showing our offer.

Note this Guarantee: We guarantee the sale of every ounce of Harmony and stand ready to take back any part of it and refund in cash the price paid.

Direct From Our Factory to You. Harmony will be sent fresh from our factory direct to you in drop shipments—one pound or more. You can thus assure your customers of always getting Harmony full of its original fresh flavor.

Liggett & Myers Tobacco Co.

HARMONY
A PIPE BLEND

Backed by Advertising: In addition to using the Saturday Evening Post, Harmony advertisements are appearing in all the leading magazines and weeklies having a total circulation of OVER NINE MILLIONS. It will pay you to push it *hard. Order from your jobber.*

MADE IN BOND

HAVANA CIGARS

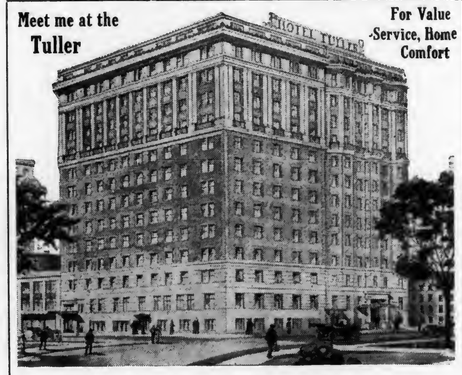
Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla.

Meet me at the Tuller

For Value Service, Home Comfort



New **HOTEL TULLER**
Detroit, Michigan

Center of business on Grand Circus Park. Take Woodward car, get off at Adams Avenue

ABSOLUTELY FIREPROOF

200	Rooms,	Private	Bath,	$1.50	Single,	$2.50	Up Double
200	"	"	"	2.00	"	3.00	" "
100	"	"	"	2.50	"	4.00	" "
100	"	"	"	3.00 to 5.00	"	4.50	" "

Total 600 Outside Rooms
ALL ABSOLUTELY QUIET

Two Floors—Agents' Sample Rooms

New Unique Cafes and Cabaret Exellente

EISENLOHR'S Cinco CIGARS.

Greeting to the Trade

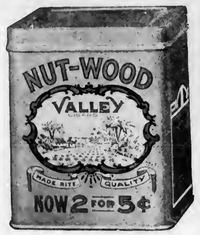
At this Yuletide Season, we extend to all our very best wishes for a Merry Christmas and a Happy and Prosperous New Year.

We also sincerely appreciate and express our thanks for the generous patronage given us during the year just closing.

Otto Eisenlohr & Bros., Incorporated.

Philadelphia, December, 1916

Creating A Demand



for YOUR brand of cigars, cigarettes, stogies or other tobaccos, is the most important phase of your business—as you well know, Mr. Manufacturer. No doubt you are furnishing the dealer with selling helps—window cards, window pasters, etc. In addition to these you'll find it extremely profitable to use a distinctive container for your product.

Heekin Cans

provide individuality for your "smokes." Lithographed in beautiful colors and designs, they attract the attention of the consumer to your products, making it much easier to sell them.

Besides being attractive, Heekin Cans are sturdily built and keep your cigars or other tobacco products fresh, clean and aromatic.

Drop us a postal today for samples.

The Heekin Can Company
CULVERT, SIXTH AND NEW STREETS
CINCINNATI, O.
"Heekin Can Since 1901"

H. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL
S. Loewenthal & Sons
Importers of Havana and Packers of Leaf Tobacco
123 MAIDEN LANE, NEW YORK

QUALITY MANILAS
"MAGALLANES"
SIDNEY J. FREEMAN, Sole Agent in U. S. A.
123 Liberty Street New York City

A Favorite with the BEST Cigar Stores Restaurants Hotels and Clubs

Manufacturers
PEDRO CASTRO & CO., Tampa, Fla.
New York Distributers
LOUIS G. SMITH & CO., 52 Beaver Street

Fancy Cigar Boxes
made by
Henry H. Sheip Mfg. Co.
Columbia Ave. and 6th St.
PHILADELPHIA

FRAT is burning up the sales track because it represents the utmost for the money.

10c quality—10c quantity—retails in the Patterson duo-paper package at

5c

Would cost double in tins.

Most jobbers are supplied.

Patterson Bros. Tobacco Co. Inc.
Original Pattersons of Richmond, Va.

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. / Capetown, South Africa } Calcutta, 10 Government Place / Alexandria, Rue Cheriff Pacha / CAIRO, Head Office and Factory / Hamburg, 18-20 Grouse Backerstrasse
AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD
PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVI. PHILADELPHIA AND NEW YORK, DECEMBER 15, 1916. No. 24.

H. DUYS & COMPANY INCORPORATE BUSINESS TO SUCCEED OLD FIRM

Petition Filed at Albany for Capital Stock of $1,800,000—Three Men to be Sole Owners—To be Known As H. Duys & Company, Incorporated—Change Takes Place January 2, 1917

H. DUYS & COMPANY, the leading Sumatra importing house in this country, have recently filed articles of incorporation for H. Duys & Company, Incorporated, with the Secretary of State at Albany, N. Y. The incorporation is asked for with a capital stock of $1,800,000. The incorporators are John H. Duys, Henry M. Duys and J. H. Nienhuys.

The news of the incorporation comes as a surprise to the trade. The decision to take this step is said to have been made in order that the company might benefit from the advantages and economies that can be secured in business management by a corporation.

It is understood that the sole owners of the new corporation will be John H. Duys, who will be president; J. H. Nienhuys, vice-president; and Henry M. Duys, secretary and treasurer. It is said that the stock issue will not be offered to the public, but that the three officers of the company will be the only holders of stock in the corporation.

This famous Sumatra importing house was founded by Hendrick Duys. The Messrs. Duys of the present company are his sons. Mr. Nienhuys is the resident buyer in the Amsterdam market and a partner in the firm. The new company will represent the interests in America of the Amsterdam firm as well.

The firm of H. Duys & Company has enjoyed the most successful year in its history, its sales for 1916 having reached to date more than 9000 bales. The firm deals in Sumatra and Java tobacco and it is stated that in the future the house will continue along these lines without deviation.

It is planned that the new corporation will succeed the old firm on January 2, 1917, which will be the first business day of the new year.

The remarkable growth of the house of H. Duys & Company to its present position among importers of Sumatra leaf indicates that still greater things may be ahead for the new corporation.

The Cigar Situation

Mr. Black, president of a large jobbing firm, walked into the office of the secretary the other day and said, "Say, Mr. Brown, have you seen any 'Dot-Dash' cigars around here lately?" "Not for more than six weeks," said Mr. Brown, "but we have orders on file from our customers totaling nearly two hundred thousand." "Well," said the president, "slip out into the receiving department with me and take a look at a case of them we just received. Take a *good* look because the factory says that we will not get any more of them this year. I surmise that this is a rare sight and I would not have you miss it for worlds."

HIGH CLASS BRANDS FEATURED IN DISPLAYS IN BUSINESS SECTION

Dearth of Fancy Packings—Attention is Directed to Quality Goods—Attractive Windows in Chestnut Street Stores—Shortage of Goods Felt by Many

JOBBERS and retailers are entering upon the last week of the holiday trade with a noticeable shortage in domestic and Tampa-made goods. The shop windows, however, give no inkling of this condition and it is not believed that the Christmas trade will be affected as the purchaser will probably try some other brand if he cannot get his favorite.

The feature packing of the trade in this city is the imported "Ramon Allones" shell packing of fifty cigars, displayed in a window of the Fifteenth and Chestnut Streets store of Yahn & McDonnell. Another window of this same store is devoted to pipes.

The Widener Building store of the above firm is attractively arranged with cedar can packings of that sterling brand of Salvador Rodrigues, "Charles The Great," boite nature and polished cedar boxes of "Romeo y Julieta," "Por Larranaga," "Ramon Allones" shells, "Hoyo de Cuba" and several others.

At Thirteenth and Chestnut Streets the Godfrey Mahn store is displaying a fine line of imported goods in the polished cedar and boite nature packings. Among the brands shown here are "Belinda," "Punch," "H. Upmann," "Partagas," "Castenada" and last but not least the brand that delights the hearts of all connoisseurs, the "Corona."

The M. J. Dalton Company in the Chestnut Street window of their Fifth and Chestnut Streets store are showing packings that should make an appeal in the financial district. Among the brands are "H. Upmann," "Lozano," "Gonzalez-Sanchez" and "La Meta." There is also a display of holiday cigarette packings of "Rameses," "Pall Mall," "Egyptian Dieties," "Philip Morris" and "Lord Salisbury."

The Peermont Cigar Company store at Fifth and Market Streets makes a display of "Webster," "Hernan Cortez," "Marta," "Dependo" and "Waldorf."

Maurice Jones, at Twelfth and Filbert Streets has one window devoted to pipes to fit every pocketbook, French briar, clay, corncob, calabash and meerschaum. One handsomely carved and colored pipe is priced at $40.

A display in the Sterner store on Twelfth Street above Market Street is attracting much attention. It shows the Mocha pipe which is being marketed by William Demuth & Company. The display includes the plant on which the nut is grown, the nut in the hull, the kernel, and the stages through which the nut passes until it is ready to smoke. The pipes retail at twenty-five and fifty cents. Many virtues are claimed for them.

Harry Petrosky on Chestnut Street above Broad Street, has his windows well arranged with such brands as "Constancia Garcia," "Admiration," "Muriel," "Topic" and "San Martin & Leon." Mr. Petrosky carries as well a fine line of imported goods on which he is doing a nice business. This new store is proving a success in every way.

Most of the windows of the smaller stores are showing

(Continued on Page 18)

THE TOBACCO WORLD

ESTABLISHED 1881

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH BY
THE TOBACCO WORLD CORPORATION

J. LAWTON KENDRICK, Treasurer

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J. LAWTON KENDRICK ..... Managing Editor
HOBART BISHOP HANKINS ..... Advertising Manager

BUREAUS OF SPECIAL CORRESPONDENCE

BOSTON CHICAGO DETROIT SAN FRANCISCO KEY WEST
TAMPA MILWAUKEE LANCASTER CINCINNATI
CLEVELAND LOS ANGELES SEATTLE
HAVANA, CUBA, OFFICE—PERSEVERANCIA 8, CARLOS M. WINTZER
Representative

Subscription in United States, Postage Paid ..... $1.00 per Year
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ADVERTISING RATES MAILED UPON APPLICATION

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Vol. XXXVI DECEMBER 15, 1916 No. 24

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES.

JACOB WERTHEIM, New York ..... President
GEORGE W. HILL, New York ..... Vice-President
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J. A. BLOCK, Wheeling, W. Va. ..... President
WOOD F. AXTON, Louisville, Ky. ..... Vice-President
RAWLINS D. BEST, Covington, Ky. ..... Secretary-Treasurer

Did you ever sit before a big open fire at Christmas time and picture to yourself the beautiful old custom of bringing in the Yule log?

The Holiday Season

In days long past, our forefathers as healthy lads would go out into the woods on December 24th, and personally hew down some giant of the forest, strip it of its limbs and with much pomp and ceremony, and, often times we are told, loaded down with the prettiest girls of the village, as well as the children, the Yule log would be dragged to the old manse which was to be the scene of the festivities and carefully deposited in the clean-swept fireplace.

The Yule log must always be the foundation log of the great fire which would give out its warmth and cheer on Christmas Eve. Its glow has often disclosed the half-hidden love-message of some maiden for some sturdy youth; its warmth has often melted the ice of indifference and neglect on the part of a stern father toward his wife or his children; its cheer has often lifted up a community and made glad the hearts of the children of men.

Alas! Our open fireplaces are no more, and the Yule log can not be dragged in covered with its snow and welcomed by shouts of joy and laughter, but its message shines down the Avenue of Years Gone By and it calls to us at this time to remember the poor and the afflicted, to purge our hearts and minds of petty hatreds; to listen acutely once more and catch the seraphic strains of the angel chorus bending down over a humble Bethlehem manger, and swelling forth the message of God Almighty,

"Peace on earth; good will toward men."

If we can catch this spirit, then will our Christmas season be merry indeed, and the joy of it shall be for a great uplift.

"The Tobacco World" takes it for granted that many manufacturers have decided in their own minds that they must advance the price on their cigars for the coming year.

No Price Quibbles

As has been pointed out to the satisfaction of the entire trade, judging from the broadest view point possible, the dealer is prepared to pay more for his goods and secure more from the consumer.

Now, it is up to the manufacturer to carefully figure out the lowest amount that he must add to his present list to cover all contingencies for the coming twelve months, and then put the matter squarely up to his trade by a concise letter setting forth the special facts which compel his individual advance. Do not leave it to the salesman to break the tidings gently and thus open the door to a nullification of his business trip, but have it understood that come what may the new figures must prevail for the reasons set forth by the firm itself and put before the dealer in black and white.

One of the great drawbacks in the cigar and tobacco trade has been the inelasticity of prices, and if the manufacturer can now honorably establish his right to advance prices with every just reason for it, the results will be far reaching and must prove beneficial.

By the same token, we believe that, if conditions warrant it in the future, the manufacturers should not hesitate to cut the price and give the dealer the benefit thereof.

But above all, we earnestly urge manufacturers to adhere to the prices they make and thereby prove beyond cavil the justice of their demands.

Albert Wheeler Establishes New Factory in Wheeling

Albert Wheeler, well known in the stogie industry in Wheeling, W. Va., has recently opened a new factory on the South Side, re-establishing a business which his father carried on for fifty years. Mr. Wheeler has changed the brand name of his product from "The Old Long Nine" to "Wheeler's Aroma Brand." The retail price is two for five cents. For the past twelve years Mr. Wheeler has been identified with labor movements in Wheeling.

Burglars Like "United" Brands

Burglars recently robbed the stock room of the United Cigar Store, at 318 West Superior Street, Chicago, Ill., and escaped with cigars and cigarettes valued at $900. It is believed that a wagon was used to get the goods away.

NOW IS THE TIME

IF you want to increase your business in the cigar manufacturing industry, TODAY is the time to start your campaign. Cigar manufacturers who can handle more accounts will find many opportunities awaiting them if they make the fact known. This year most of the big factories are already oversold with no hope of catching up for several months. Jobbers, and others, who have counted upon certain manufacturers filling their orders for private brands find themselves disappointed. They do not know where to turn for help. They cannot find the answer in the trade papers. The manufacturers who are advertising today are building for the future. Most of them are oversold today. They will have orders on hand when others are cutting down their forces. The Tobacco Trade Papers are the big forces that distribute the news of the industry. To the advertising columns of the trade papers every progressive member turns in the hour of need. This is the hour. The jobbers and dealers need more cigars; the manufacturers need leaf, paper bags, boxes, tin containers, labels, leaf tobacco and MORE HELP. We cannot assist in the solution of the labor problem. WE CAN HELP in the other matters. If you can manufacture more cigars, are looking for new connections, or can supply any of the above mentioned articles needed by manufacturers, ADVERTISE TODAY IN THE TOBACCO TRADE PAPERS. THE "TOBACCO WORLD" STANDS READY TO SERVE ANY MEMBER OF THE TRADE TO THE BEST OF ITS ABILITY. Don't put it off until tomorrow. TODAY IS THE APPOINTED TIME. SAFEGUARD YOUR PRESENT AND FUTURE BUSINESS BY ADVERTISING TO THE TRADE.

MANUEL SUAREZ DIES IN HAVANA

Famous Leaf Expert Was But Fifty-three Years Old—Was a Great Admirer of Napoleon

MANUEL SUAREZ, more widely known as "El Grillo" (the cricket), is dead. On Friday night, December 1st, a complication of diseases brought his earthly career to an untimely end. At the age of fifty-three, and at the heighth of his business career, he passed away. His funeral on Sunday, the 3d, offered wonderful evidence of the affection and high regard which he enjoyed. A widow, four sons and one daughter, survive.

Mr. Suarez was born in Asturias, Spain, and came to Cuba when but a young man. Here he first became acquainted with tobacco leaf by learning the trade of a cigar-maker. Becoming proficient in the art, he came to the United States and practiced his trade in Chicago.

Finally he returned to Cuba as a tobacco buyer, representing the firm of A. Santaella y Ca. About fifteen years ago, when Sutter Brothers established an office in Havana, Joseph Mendelsohn induced Mr. Suarez to become his assistant. Following this, he became interested in the firm of Mendelsohn, Bornemann & Company. In 1909 he withdrew and opened offices for himself. He had a large clientele, and was not only the leaf buyer for A. Santaella y Ca., but a most intimate acquaintance of Antonio Santaella to whom the death of Mr. Suarez came as a great shock.

In business Mr. Suarez enjoyed an enviable reputation. His word was sufficient, and bound an agreement as closely as if it had been drawn up according to law.

Mr. Suarez was probably one of the greatest leaf experts in Cuba. His judgment of tobaccos was unusually good, and his advice as to the purchase of leaf was usually taken and the buyer seldom was in error. His mentality classed him in one respect as almost superhuman. As a judge of tobacco he would give an opinion as to yield and values after a seemingly casual examination and without the use of pad or pencil. The accuracy of these estimates was usually so near correct as to cause him to be looked upon as possessing some secret power.

Personally Mr. Suarez was of a disposition so genial, cheerful and active, as to earn for him the nickname, "El Grillo," which is Spanish for "the cricket." He made friends everywhere. Growers, packers, dealers, warehouse employees and others of the working class, were numbered among his friends. And at his funeral the highest and lowest gathered to pay their last tribute of affection and esteem.

The career of Napoleon Bonaparte appealed so strongly to Mr. Suarez, that he purchased much literature about this commanding figure of history. He gained quite a reputation for his extraordinary knowledge of Napoleon and conditions which surrounded him. His books on Napoleon and his wars are said to constitute one of the largest collections on this side of the Atlantic.

What disposition will be made of the business has not yet been decided. Primo Suarez, a brother, will conduct affairs meanwhile.

R. G. Sullivan Boosts Price Two Dollars Per Thousand

Roger G. Sullivan the largest manufacturer of cigars in New England, has announced an increase on the wholesale price of his "7-20-4" ten-cent cigar of $2 a thousand. Driscoll & Dowling, who manufacture another brand of ten-cent cigars, have announced an increase on the wholesale price of $5 a thousand. As the Driscoll & Dowling product sold for $3 less a thousand than the "7-20-4," the new schedule will make the prices identical.

Mr. Sullivan said that his action is due entirely to the remarkable rise in the price of raw material. His output of 10-cent cigars is now in excess of 1,000,000 weekly, requiring a tremendous supply of stock, which it is becoming increasingly difficult to obtain. The chief trouble encountered, he says, is the advance in cost of Havana fillers and Sumatra wrappers.

Scarcity of both wrappers and fillers, as well as the increased cost of labor, Mr. Sullivan says, is responsible for the wholesale jump.

"United" to Sell Merchandise Orders

Merchandise orders similar to those inaugurated by other lines of business are announced by the United Cigar Stores in advertisements appearing in the dailies of the large cities. The orders will be issued in denominations of $2.50 and $5.00. These can be purchased in any United Cigar Store and mailed to friends in any part of the country. The "United" has stores in three hundred cities and the orders are redeemable at any of the "United" stores in the country.

"Gift giving made easy," says the advertisement. It certainly seems so and no doubt this departure will still further increase the general sales of the corporation.

IRREGULAR PAGINATION

The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, December 9, 1916.

WHILE the transactions show an increase of nearly fifty per cent. over the previous fortnight, in the number of bales which were sold, it is, however, not owing to a larger influx of American buyers to our Island, but thanks to the continued purchases of the Cuban Land and Leaf Tobacco Company, and to some of our commission merchants, who had orders from their clients. Among the sales reported of Remedios tobacco there were only a few lots of first and second capaduras which had been acquired from holders who evidently needed some money, as the general opinion is that the sellers did not get their cost price on these grades.

The majority of the leaf dealers are indisposed to part with their goods as the prospects for the new crop are, to say the least, not very promising even if it is still too early to form a correct opinion about the same. One leaf dealer told us that he had an offer of $63 per qq. for an escogida of 700 bales of first capaduras which he refused, as he will not sell below $65 per qq. The bulk of the Remedios sold consisted of the lower grades, which brought good prices. Vuelta Abajo has been in active demand, the clean fillers for our manufacturers, as well as for some American manufacturers, and the colas on the part of our cigarette manufacturers.

At present it looks as if the future will depend upon the patience and endurance of our holders of leaf tobacco and the American manufacturers of cigars. If the latter could stay out of the market for a long time to come they might win the battle by buying cheaper in the end, but as our leaf dealers are in a strong position and would not accept any losses on their purchases or packings, until the new crop should come to the market, being of a good quality and costing less money than this year's growth, we think that the American manufacturers will be forced to give in sooner than our leaf dealers.

Although it is far too early to form any judgment about the growing crop, the reports are, however, that the early plantings in the Vuelta Abajo, Semi Vuelta and Partido regions are developing well, and if the weather conditions should continue to be favorable, we may possibly have a fair crop in quantity and quality. As less fields have been planted, it would be preposterous to count upon a large crop. The news from the Santa Clara province is to the effect that at the very best the quantity could not be over one-half of a normal crop, and as the plantings have been delayed the chances are that we may have again a late crop of heavy quality.

Sales during the fortnight totaled 12,602 bales, which, divided, were: Vuelta Abajo and Semi Vuelta, 7,408; Partido, 789; and Remedios, 4,405 bales.

Buyers were: Americans, 6,098; Canadians, 300; exporters to Europe (French Regie), 511; shippers to the South-American Republics, 574; and our local manufacturers of cigars and cigarettes, 5,119 bales.

Receipts of Tobacco from the Country

For 2 weeks ending Nov. 24, 1916.		Since Jan. 1, 1916.	
Vuelta Abajo	3,965 bales	152,472	bales
Semi Vuelta	725 "	19,980	"
Partido	68 "	22,867	"
Remedios	8,314 "	127,309	"
Oriente	..... "	6,828	"
Total	13,072 "	Total 329,456	"

Exports of leaf tobacco, from the port of Havana, for three weeks from November 12 to December 5, 1916, totaled 18,313 bales, and were distributed to the following countries, viz: To all ports of the United States, 16,172, to Canada, 613; to Great Britain, 15; to France, 511; to the Canary Islands, 23; to the North Coast of Africa (Oran), 130; to Panama, 20; to the Argentine Republic, 669; and to Chile, 160 bales.

Buyers of Leaf Tobacco That Come and Go

Arrivals—From Boston: Albert W. Kaffenburgh, of I. Kaffenburgh & Sons; C. A. Bachellor, of the A. C. C. Cigar Company.

From Chicago: Matt Wengler, of Wengler & Mandell.

From Montreal, Canada: E. H. Harris and Walter Betts, of S. Davis & Sons, Ltd.

From Philadelphia: E. A. Calves, of E. A. Calves & Company, and William Gyer, of William Gyer & Company.

Returned: Hilario Muniz, of Muniz Hermanos, Havana.

Departure—To New York: Abe Bijur, Frank Strater, Benjamin Menendez and Manolo Menendez and family.

To Boston: Albert W. Kaffenburgh and C. A. Bachellor.

To Tampa: Francisco Arango and Jaime Pendas.

To Philadelphia: Herman Vetterlein, Martin Broch.

To Reading: William Yocum.

To Toronto, Canada: Benigno Tuero.

To Milwaukee: Celestino Fernandez.

To Chicago: Manuel Fernandez Corral (Quinto).

Cigars

Business in our large cigar factories has been animated enough, owing to the good holiday orders from the United States, but as the balance of them will go forward, by today's Ward liner to New York, and there remain only the orders for the current sizes, we have to be prepared to see duller times. The English orders are also nearly exhausted, although a few factories may still have some orders unfilled. As no orders can be executed for Germany, there remain only Canada, Spain, and the South-American Republics to fall back upon, besides the American markets, and possibly a few scattered orders from South Africa, Australia, and a few of the neutral countries. The total of this business will not be enough to keep all of our factories going for the export trade. One blessing, however, is that the home trade is expanding more from year to year, and as long as our sugar industry keeps on flourishing, the people engaged in this line can afford to spend more for cigars and cigarettes.

Romeo y Julieta continues to be quite busy, notwithstanding that the holiday orders have been sent off, and Ramon Arguelles expressed himself as being satisfied.

Partagas also has a fair share of orders to fill yet for various countries, notably for the States and the South-American Republics.

H. Upmann also does not complain for want of orders, as the H. Upmann cigars enjoy too marked a distinction among the connoisseurs of legitimate imported Havana cigars to be ever without any orders from one place or the other.

Sol is receiving its share of the business that is to be had, and strange as it may appear, when other factories are less busy, very often the Sol factory is busier than ever.

Punch does not believe in rushing orders, and for this very reason this factory manages to keep normally busy all the year round, as the customers in order to obtain the Punch cigars allow the owner, Don Manuel Lopez, to take his own time in forwarding them at his convenience.

Hoyo de Monterrey, Por Larranaga, Devesa de Murias, Belinda, Eden, Jose Otero are still having orders to execute, while the rest of the factories are rather quiet.

Leaf Tobacco

The unexpected demise of the late Manuel Suarez, on the night of the 1st inst., came as a shock to his many friends here, although the very intimate ones were aware that he had been suffering from a complication of diseases, which might terminate his earthly career at any moment. Manuel Suarez, more widely known as "El Grillo," had a very successful commission business and a host of friends here, as well as in the United States, and his funeral on last Sunday was an immense demonstration of the affection and the esteem he enjoyed, during his lifetime. He was only fifty-three years old, and left a widow and five children, fortunately in very comfortable circumstances. We have not heard yet whether the business will be carried on by the widow and one of his brothers, or what other disposition the former is going to make.

Muniz Hermanos sold 1007 bales of Vuelta Abajo and Remedios leaf.

Berriman Brothers bought 875 bales of leaf tobacco, during the stay of Matt Berriman.

Jose C. Puente & Company were sellers of 950 bales of Vuelta Abajo, Partido and Remedios.

Yocum Brothers purchased 1109 Bales of Vuelta Abajo and Partido leaf.

Benjamin Menendez left for New York by the S. S. "Alfonso XII," in order to accompany the remains of his late uncle, Francisco Garcia, for final interment in Spain.

Rodriguez, Mendez & Company, sold 650 bales of Vuelta Abajo leaf to their customers.

Leslie Pantin was a buyer of 823 bales of various kinds of leaf, for account of his numerous clientage.

Manuel A. Suarez & Company closed transactions amounting to 525 bales of Vuelta Abajo and Remedios, during the last two weeks.

American Tobacco Company Gains

Sales of American Tobacco Company in October increased more than $700,000 over corresponding months of a year ago. Net increased over $200,000.

On basis of returns to date, Dow, Jones & Co. are in a position to forecast an increase in sales for the full year 1916 of $8,000,000 over 1915. This means that the loss sustained in 1915 as compared with 1914 will be made up with about $3,000,000 additional.

Net for the year should show an increase of between $1,600,000 and $2,000,000 over 1915 figures. This means earnings for the year of between $24 and $25 for the $40,242,400 common after allowances for regular $6 on $52,699,700 preferred. In 1915 earnings were equal to $20 on the common.

The safety of American Tobacco Company's 20 per cent. dividend appears no longer in doubt. Earnings of a favorable character should continue into next year. In fact, because of increased revenue possible through partial elimination of the coupons, 1917 should show a very appreciable gain over 1916.

Prosperity of Snuff Companies

Advance of American Snuff common to 150, up 7 points, reflects prosperity of the snuff industry. Despite general belief that use of snuff is passing from popular favor, its sales are showing enormous increases. The business of the old American Snuff Company, a former subsidiary of American Tobacco Company, was divided among three concerns with splitting up of the old Tobacco combination. These companies are the new American Snuff Company, George W. Helme Company, and Weyman-Bruton Company.

Weyman-Bruton and Helme this week declared extra dividends of 4 per cent. each on the common shares besides regular quarterly distributions of 3 per cent. and 2½ per cent., respectively. The Helme extra was the same as that of a year ago. The Weyman-Bruton distribution a year ago was 10 per cent. extra, but this company declared another extra last June amounting to 4 per cent.

All three companies will show large surpluses above dividends for year to end December 31st. American Snuff pays 3 per cent. quarterly and in well-informed circles there is talk of an extra early next year.

The snuff business has its big sales throughout the South and through the Mississippi valley district, although sales in the middle Atlantic and New England states total a very substantial amount.

Mark A. Pollack purchased 1391 bales of leaf for account of his customers.

Other buyers were: The Cuban Land and Leaf Tobacco Company, 3,500 bales; Romeo y Julieta, 800; Walter Sutter & Company, 789; Julius Vetterlein & Company, 700; the French Minister, 511; Cifuentes, Pego & Company, 475; and various others of less importance.

Shippers above 200 bales of leaf tobacco, from the port of Havana, during the past two weeks were:

Virgilio Suarez, 1,235 bales; Maximilian Stern, 736 bales; Leslie Pantin, 678 bales; Mark A. Pollack, 532 bales; the French Minister, 511 bales; J. Bernheim & Son, 475 bales; Walter Sutter & Company, 352 bales; Jose F. Rocha, 342; Hinsdale Smith & Company, 340 bales; Cuban Land and Leaf Tobacco Company, 298 bales; Manuel Suarez, 270 bales; Menendez & Company, 233 bales; Jose Suarez & Company, 202 bales; H. Upmann & Company, 201 bales; Allones, Ltd., 200 bales.

Oretanly.

Deaths in the Trade

Samuel H. Austin

Samuel H. Austin, one time vice-president of the Blackwell Durham Company, died on the 14th inst., at his home 3913 Chestnut Street in this city. He succumbed to a complication of diseases. He was seventy years old.

Mr. Austin's connection with the tobacco business began about 1874, when he joined the staff of M. E. MacDowell & Company, wholesale tobacconists of this city. In 1879 M. E. MacDowell & Company, purchased the Blackwell Durham Tobacco Company and Mr. Austin became vice-president. This position he held until 1899, when the company was again sold, this time to the American Tobacco Company. Following the change of ownership Mr. Austin retired having amassed a comfortable fortune.

Mr. Austin devoted much time and attention to the gathering of a collection of curios. That he was successful is indicated by the statement that his was one of the finest small collections in the world.

Mr. Austin is said to have held membership in about forty clubs.

One daughter, Mrs. Isaac H. Jones, survives. The body will be taken to Brooklyn for interment in the family vault at Greenwood.

Richard Weil

Richard Weil, head of the leaf tobacco firm of Weil & Sons, 131 Water Street, New York, died suddenly on board a Chesapeake & Ohio train as it was entering Jersey City last Tuesday morning. Mr. Weil was returning from Hot Springs, Va. Mr. Weil was forty years of age and is survived by a widow and two children. He was the eldest son of Leopold Weil, founder of the firm, who died a few years ago.

Frederick Deutsch

Frederick Deutsch, a pioneer resident of Chicago, died December 12th, at 2615 East Sixty-fourth Street, at the age of eighty-eight years. By a strange coincidence his wife died nineteen years ago to the day, December 12, 1897. Mr. Deutsch was a wholesale tobacconist. He came to America from his birthplace in Austria in 1853. Three years later he emigrated westward, making his home in Joliet, where he lived until 1874, when he moved to Chicago and went to live in what is now Cheltenham. It was while living in Joliet that he learned the tobacco business and was married. He is survived by three sons and five daughters.

John Middleton

John Middleton, seventy-eight years old, one of the best-known tobacconists in this city, died on the 7th inst., in St. Timothy's Hospital, following an operation. For almost sixty years he had been in business at 219 Walnut Street, where he established a pipe and tobacco store. He had a wide acquaintance among shipping men. He came from England when a youth. He was a director of the Columbia Avenue Trust Company, a member of Masonic bodies and one of the oldest members of the board of managers of the Southern Dispensary.

George W. Stinson

George W. Stinson, long in the tobacco business in Boston, died recently at his home in Melrose, where he had lived for twenty-five years. Mr. Stinson was a native of Deer Island, Me., and came to Boston when a youth. Owing to poor health, he retired from business about five years ago. He is survived by a widow.

HIGH CLASS BRANDS FEATURED IN DISPLAYS IN BUSINESS SECTION

(Continued from Page 13)

the "Philip Morris" cigarette packing of one hundred and the appropriately colored packing of the "Pall Mall" Magnum.

Duncan & Moorhead, Chestnut Street above Seventh Street, are showing their "Marcello" brand and the "El Roi-Tan." A feature size of the latter is the "Fancy Tales" which is shown in the window.

Every indication points to a banner business for the high class stores on their imported goods as well as the high grade clear Havana, and the Shadegrown brands made in this country.

Changes in the Trade

Guy Campbell and Ozo Atwood have opened a cigar store at 31 North Sutter Street, Stockton, Cal.

J. W. Oldham, Urbana, Ill., has purchased from C. J. Welch the news and cigar stand that has been conducted by the latter in the Princess Theatre building.

Raymond E. Phillips has succeeded W. D. Dickman as the manager of the South Bend, Ind., United Cigar store. Associated with him as assistant manager is R. Hansen, of Milwaukee.

Ralph H. Brown, for many years connected with the John Schaap & Son Drug Company, of Van Buren, has recently purchased the Weaver Cigar Store, at 612 Garrison Avenue, Fort Smith, Ark.

Partnership between Thomas Costello and John Sheehan, cigar manufacturers of Windsor Locks, Conn., has recently been dissolved. All the assets of the business became the property of John Sheehan.

A new cigar store to be known as the "Smokehouse," will be opened by Russell S. Fox, in Belvidere, Ill. Mr. Fox expects to open for business about January 1, 1917. He will have associated with him his brother George.

John P. Zimmer has made arrangements to purchase the cigar store and factory of George Furstenhofer, of Watsonville, Cal. Mr. Zimmer, who is an experienced cigarmaker, will not take possession of the store for some time yet.

Jack Ryan, president, and Frank Herold, secretary of the Peoria (Ill.) Baseball Association, have purchased the Puff Cigar Store, at 415 Main Street from M. C. Murphy and Bert Wagoner. Mr. Herold has taken over the active management of the business.

A. Alvarez, manager of the A. Alvarez Cigar Company, which is removing from Bartow, Fla., to Paducah, Ky., has recently leased a two-story brick building at Fifth and Jones Streets, Paducah, for the factory. About seventy-five cigarmakers will be employed.

The Charles P. Stanley Cigar Company has leased a storeroom at the northwest corner of Sixth and Pine Streets, St. Louis, Mo., and will open a retail store there about January 1, 1917. The company's lease on the store at Seventh and Chestnut Streets, has expired and the location will be given up.

H. H. Leach & Company Making Alterations

H. LEACH & COMPANY, successors to Terry & Duncan, are making extensive alterations to the store at Tenth and Chestnut Streets. The humidors and counters are being rearranged and the floor of the store is being brought nearer to the street level. This will be a real improvement that will undoubtedly benefit sales.

"Sanchez y Haya" and "Ignacia Haya," are brands that are being given display and special attention. The store will be conducted for high class retail trade and in addition some jobbing business will be done.

H. H. Leach is the active head of the company. John Flanigan will be in charge of the Tenth and Chestnut Streets store with Mr. Bradley as assistant. John Gaines will retain the management of the store at 111 South Broad Street. Mr. Bradley was formerly with the "United" at the Thirteenth and Market Streets store.

Banner Year For Seventh Street Jobbing House

Dusel, Goodloe & Company, the North Seventh Street jobbers, are closing one of the biggest years in their history It is impossible for them to fill any more orders on the "La Preferencia" brand this year. The business on "Pennsy" is tip-top and sales are climbing skyward.

"El Yutan," the cigar that has made such a wonderful advance in this market, has during the past year more than doubled its sales. "Hoffmann House" and "Principe de Gales" maintain their popularity with a good increase noted in the sales of the former.

M. Friedberg & Company File Counter-Suit

As the result of a lawsuit following a disagreement over five cases of tobacco the court rendered a verdict awarding I. H. Weaver, of Lancaster, $245.28 to be paid by the local leaf firm of M. Friedberg & Company, who have now filed a counter-suit against I. H. Weaver for $525 alleging breach of contract.

Patents of Tobacco Stemming Machine Company

Justice Bradford in the United States District Court of Wilmington, Del., recently handed down a decision which declared the patents of the Tobacco Stemming Machine Company valid and no infringement of the patents of the Standard Stemmer Company, the plaintiff in the case.

About fifty of its machines are in operation in the factories of the R. J. Reynolds Tobacco Company, at Winston-Salem, N. C.

William Bythiner, of Louis Bythiner & Company, North Second Street leaf brokers, states that the year has been an unusually successful one for the company.

Philadelphia Notes

Yahn & McDonnell are showing a fine line of humidors for the holiday trade.

E. A. Calves, of E. A. Calves & Company, is at present looking over the leaf situation in the Havana market.

Herman Vetterlein, of Julius Vetterlein & Company, is reported to have secured 700 bales of tobacco while in the Havana market recently.

Bayuk Brothers are closing one of the most successful year in their history. Both "Havana Ribbon" and "Philadelphia Handmade" brands are heavily oversold.

Felix Eckerson, of F. Eckerson & Company, who recently returned from Havana, has gone to Connecticut to look over his interests in the Shadegrown section of Connecticut.

"Topic," the ten-cent cigar marketed by Bobrow Brothers, is growing in distribution continually. It makes a good running-mate for "Bold" which has established a sales record this year for the firm.

Morris D. Neumann, of the firm of Neumann & Mayer, is expected home this week from a western trip. The firm is bringing to a close a year of good business on the "Bella Mundo," "White Knight" and "El Tello" brands.

Despite the fact that the "44" Cigar Company is closing a record year, no effort is being spared to improve the brand. They are now preparing a new label for the "44" brand. It will shortly go to the trade.

The Finley Acker Company, at Twelfth and Chestnut Streets, are showing the "Flores de Murias," "Henry Clay," "Leda," "Carola," "Wissahickon," "La Belle Cubana," and "Victor Herbert" cigars and are doing a good business on these products.

"Flor de Manuel," the high-grade ten-cent product of Allen R. Cressman's Sons, has won the favor of many retailers. A dealer was heard to remark the other day in the course of conversation that it had caught on big as far as his trade was concerned and that the calls for it were on the increase.

Knickerbocker's Broadway Jottings

Kruse, Quanjer & Company, are among those who find business excellent.

Nathan Garten, of A. Garten & Sons, has left town on a short trip to Cincinnati.

Gerson Brown, of the J. B. Moos Company, of Cincinnati, was a recent visitor in New York.

S. H. Furgatch has returned from a trip to Boston, where he found the firm's brands in good demand.

Julius Klorfein, of "Garcia Grande" fame, sails away on the twenty-third for the port of Havana.

Among those recently returned from Havana was Alexander Herbert, vice-president of Philip Morris & Company.

Speaking of window posters, have you noticed the splendid ones Dave Saqui has posted on the "Jean Valjean" brand?

William Catlin, representing T. J. Dunn & Company, has arrived at the offices of the firm to remain until after the holidays.

A. Santaella, head of A. Santaella & Company, is among the visitors in Havana. He expects to return in time for Christmas.

Sidney Goldberg, of Simon Batt & Company, has returned to New York, following a visit to the Connecticut leaf district.

Joseph Mendelsohn, of Mendelsohn, Bornemann & Company, has returned to his offices following a trip to Porto Rico.

Henry Kaften, well known representative of the Harris-Schwarz Company, has recently been elected vice-president of this firm.

A. Erdreich, Pacific Coast representative of Samuel Davis & Company, is among the recent arrivals in New York from the Pacific Coast.

H. H. Manley, western representative of the American Cigar Company, who makes his headquarters in San Francisco, has arrived in New York.

It is stated at the office of Philip Morris & Company, that the demand for the holiday packings has been so great that they are already oversold on them.

Ernest J. Moss, popular manager of the Cigar Department of Bowring & Company, is expected to arrived home from Manila a few days before Christmas.

J. B. Annis, sales director for the Cien Porciento Company, has resigned his position with that firm and will represent new lines after the first of the year.

The Pasbach-Voice Lithographic Company, is working to capacity according to recent reports. This progressive firm has been making rapid strides.

Fred Newman and Carl Gach, of the Chicago leaf firm of Newman & Gach, were recent visitors in New York, enroute to the Connecticut leaf markets.

The Griffin-Neuberger Tobacco Company has recently issued five hundred additional shares of stock, making the total outstanding stock of the company $450,000.

At Broadway and Forty-second Street there has been a very attractive display of "Edgeworth" smoking tobacco. The brand is manufactured by Larus Brothers, Richmond, Va.

G. S. Nicholas & Son, Limited, have recently opened their offices and storerooms at 19 South William Street Arrival of satisfactory stocks of imported cigars is expected shortly.

Henry Ottenberg, the Manila importer, has returned to town after a trip as far West as St. Louis. He found a ready welcome in most cities and sold quantities of his Manila brands.

J. Otto Stack has taken over the Hotel Imperial at Broadway and Thirty-second Street. He has taken a long lease and will spend considerable money on improvements and changes.

The U. S. Transport "Logan" due to arrive in San Francisco about January 15, will bring 1,900,000 cigars and 490 bales of tobacco for the customers of the Manila Commercial Company.

Park & Tilford have issued a handsome booklet showing the sizes and prices of their line of imported brands suitable for holiday trade. "Fifty-six" cigarettes, as well as several other brands, are also listed.

Frank J. Glechman, formerly with the E. H. Gato Cigar Company, has joined the forces of the Tobacco Corporation of America and will call on his trade after the first of the year in the interest of the "Sultana" cigar.

Harry Prochaska, the Adolph Frankau & Company, label man, said "Good morning, Judge," recently, and then paid over twenty-five Iron Men. Harry's liberality was due to the fact that he had exceeded the speed limit in his new automobile.

Henry Alces, who has been selling for Simon Batt & Company for many years, has tendered his resignation. A. Jacques, who represented this firm, is also leaving. New men has been assigned to the territory left vacant by these resignations.

Arthur E. Arial, formerly cigar department manager for Franklin Macveagh & Company, has resigned and in the future will represent P. Pohalski & Company, in Chicago and the Northwest. "First Consul" and "Monte Cristo" are the firm's leading brands.

F. R. Hoisington, president of the Cayey-Caguas Tobacco Company, has recently been made chairman of a committee appointed by Porto Rican manufacturers and importers to fight the proposed regulations to exclude Porto Rican factories from municipalities.

Good Times in Savarona Land

F. R. HOISINGTON, President of the Cayey-Caugus Tobacco Company, is essentially an optimist, and, despite the tremendous handicaps which his concern has encountered this year, they are closing a real big annum, with the sales of "Savaronas," their famous Porto Rico cigars de luxe, way beyond all records for some years past.

In an open letter to the trade, which appears elsewhere in this issue, President Hoisington calls the special attention of cigar dealers to the unique possibilities of their brand just at this time of high prices, and suggests inquiries and comparisons on the part of merchants who must make certain readjustments in their stocks. "Savaronas," he says, can fill in many places some big gap not now properly cared for.

With the holiday trade fully completed, the Cayey-Caugus Company is already filling new orders for February, 1917, delivery, which indicates that the wise dealers know that a big season faces them, and are making early provision to take care of their business.

The shipments of last week from Porto Rico show that the S. S. "Carolina" landed 120 cases of Porto Rico tobacco for the Cayey-Caugus Company.

American Sumatra Co.'s Crops Promise Much

F. M. Arguimbau, treasurer of the American Sumatra Tobacco Company, returned recently from a visit to their vast plantation down in Florida and Georgia with the assurance that the company's crops for the coming year will be of great magnitude as well as of a most desirable quality.

Packings of the 1916 crop will be fully under way in a few days and the samplings should reach the New York market early next month. The wrapper crop in both Connecticut and Florida shade-grown is of such a quality that manufacturers will have some royal stock to work with during the coming year.

"Charles the Great" in Big Demand

The New York selling headquarters of Salvador Rodriguez at 1600 Broadway, report that they have had an unusually heavy line of orders on this sterling old clear Havana brand, and that despite the strike in Tampa they are bending every effort to catch up with the holiday orders.

The continuous call for "Charles the Great," in all sections gives proof positive that the demand for clear Havana cigars is as lasting as the coming of the seasons.

Salvador Rodriguez may visit New York himself shortly after the New Year.

Banner Year for H. Duys & Company

The house of H. Duys & Company, widely known importers of Sumatra and Java, report that they have had the biggest year of Sumatra and Java importations in the history of their business. It is stated by a member of the firm that the sales this year will amount to more than 9000 bales.

Philippine Tobacco Company Opens Warerooms

AN interesting event was the opening of the new offices and warerooms of the Philippine Tobacco Company in New York a few days ago.

This marked the first real recognition of the growing demand for Philippine tobacco in the United States for use in manufacturing blended cigars as well as the production of clear-filled goods. A number of manufacturers have experimented with Philippine or, as it is better known, Manila tobacco during recent months and the results have been so satisfactory that the demand for Philippine leaf has been constantly expanding.

The Philippine Tobacco Company has taken quarters at 123 Maiden Lane, New York, and advsies us that it has now on hand a full assortment of Philippine (Manila) stripped and book-filler tobacco as well as Philippine (Manila) shorts with a number of heavy shipments from Manila en route. All it initial stock of resagos has been sold, but shipments of these will reach here by January 15th. In this connection it is interesting to note that the last lot of resagos, 100 barrels, brought 29 cents per pound.

The company will be glad to correspond with any manufacturers who have raw-material difficulties and will cheerfully send prices and quotations upon application from accredited cigar manufacturers.

R. A. Bachia, 3d, Enters Business

On December first, R. A. Bachia head of the prominent clear Havana cigar manufacturing house of R. A. Bachia & Company, at 43-47 West 16th Street, New York, announced that he had taken into the business, his son, R. A. Bachia, 3d and that the young man would commence at once to master every detail of the production of fine cigars.

R. A. Bachia, 3d, has had a fine academic education, is a healthy, vigorous looking young American and his career in the field which his father has so successfully graced for many years past will be watched with much interest.

R. A. Bachia & Company are closing one of the best years in their history, and their product of only fine goods, made in the most expert way, appears to be more popular in clubdom and among connoisseurs than ever before.

S. Loewenthal & Sons First Showings

One hundred and sixty bales of 1916 new Connecticut prime have already been received at the New York warerooms of S. Lowenthal & Sons, 123 Maiden Lane, and the firm is expecting its full line of new Connecticut shade-grown samples the first week in January.

The firm tells us that it has done a really remarkable business this year on its importations of Porto-Rico tobacco, and, maintaining as it does its own packing house in Porto Rico, it is always prepared to show something a little bit exclusive in this grade of leaf.

Messrs. Max Gans and Sol Gans returned home last week from a brief trip to their packing plants in Porto Rico. They brought back some early samples which give promise of a big forthcoming season on Porto Rico leaf.

Keep Frost from Window

THE value of too many windows is reduced to zero during the cold weather by the formation of frost on the glass. Dealers who have been troubled in this regard during past years should take steps now against its recurrence. Time and money spent in this work will prove a good investment in the greater returns that will come in from a window on which no frost forms during the winter. Now, before the cold weather, is the time to make the necessary preparations.

The only permanent method is to so construct the window that the same temperature can be maintained both inside and out. This necessitates a current of air warmer than that on the outside, the moisture from which comes in contact with the colder glass and is frozen on it. Occasionally in very mild weather the air on the outside becomes warmer than that inside, and frost forms from the same cause outside the glass.

To bring about this it is essential that the background be built clear up to the top of the ceiling and be as nearly air-tight as possible. To insure a good supply of light at the same time, it would be advisable to board up the back of the window five or six feet, and use glass in the rest of the space.

The boards in the background can have a couple of thicknesses of white unbleached muslin pasted to them or a painted background. If white unbleached muslin, with two thicknesses, is used, an excellent effect will be obtained and the muslin can, when desired, be covered with crepe paper or cloth.

In a city store an original idea has been used. Small openings have been provided above the plate glass on the sides of the window. The openings are about 6x16 inches, and are operated from the interior of the windows. They can be kept open sufficiently to maintain the temperature inside on a par with that outside. At the same time, being on the sides, they are not exposed to the dust of the street. Neither do they detract from the appearance of the store front.

There are many other methods in use. Some shops frequently use a gas flame. A gas pipe extends across the bottom and front of the window on the inside. This contains several small holes short distances apart, and the gas is kept burning all day. This keeps the plate glass on the inside so warm that the moisture of the air does not freeze on it.

Another plan is to use the electric fan. This keeps the air circulating throughout the window and comparatively dry. There is considerable expense attached to this, as electricity is being consumed all the time the fan is in motion. The plan, however, is fairly effective.

Rubbing the glass with glycerine has been tried, but this method usually leaves the glass smeared. A solution of alcohol or methylated spirits is also sometimes used, but here again expense arises. The cost is too high to make such a remedy general.—"Canadian Cigar and Tobacco Journal."

Milwaukee Cigarmakers Strike

Twenty-four cigarmakers, including banders and strippers, have gone on strike in the Cirilo Fernandez Cigar Company, Manufacturers' Home Building, Milwaukee, Wis., as the result of a disagreement over wages. No conferences have been arranged.

The Fernandez Company makes the "Mi Carmen" cigar. It was a complete walkout, all employes taking part when final word came from the firm that the demands of the men would not be agreed to.

Lewis Osterweis Leaves Half a Million

The will of Lewis Osterweis, the well known New Haven, Conn., cigar manufacturer, was recently filed in the probate court, and the application for the allowance of the will sets out that the personal property will not exceed $500,000, while the value of the realty owned by Mr. Osterweis at the time of his death is not known.

In his will Mr. Osterweis gives to the Union and New Haven Trust Company 1670 shares of the capital stock of the Pennsylvania Railroad, in trust for his grandson, Lewis M. Osterweis, who is to receive the net income from this fund during his minority. The will provides that if, in the judgment of the trustee, and of Gustave Osterweis, and Major Louis M. Ullman, the grandson while between the ages of 21 and 35 years is deemed capable of prudently engaging in business, the principal of this fund shall be invested in the business of Lewis Osterweis & Son for the benefit of the grandson.

If the principal is so invested, then it is to be conveyed to young Mr. Osterweis to be his absolutely. If the principal is not thus invested, however, by the time Mr. Osterweis is 35 years old, then he is to receive the net income from the fund for his life. If the principal is intact on the death of Lewis M. Osterweis then it is to be given to his children, if any and if none, then it is to be divided as follows:

To Sadie P. Osterweis, a daughter-in-law, so much of the fund as shall equal the sum of $20,000 and to Gustave Osterweis and Mrs. Sophie O. Ullman, a daughter, the remainder of the fund in equal shares.

The remainder of his estate is bequeathed to his widow, Mrs. Carolena Osterweis, for her life use, and on her death the residue is given to the son and daughter, in equal shares. Major Louis M. Ullman and Gustave Osterweis are named in the will as executors.

Dayton Cigar Factories Busy

Dayton, Ohio, cigar manufacturers are experiencing the largest business in the history of the industry at the present time. According to many of the manufacturers, they are swamped with orders, and in many cases have refused to take any more. There has been an exceptionally heavy demand for Dayton-made cigars for the holiday trade.

During the month of November, the United States revenue from cigars manufactured in Dayton totaled $19,128.10. Many of the factories have operated two shifts, one for day and the other for night. The employes have worked several Sundays in an effort to catch up with the orders.

According to the report of Revenue Collector Murray for the month of November, receipts from all sources totaled $57,422.58, an increase of $6400 over that from the same month of last year.

New Cigar Factory for East St. Louis

A. F. Franks, one of the best-known cigarmakers of Southern Illinois, has made arrangements to open a cigar factory in East St. Louis, Ill., in the building at 430 Broadway, and has ordered machinery brought from a plant which has been in operation in Jacksonville, and ordered fifty employes of the plant there to prepare to move to East St. Louis. Franks is now putting on the market "Kanteria" and "Mac's Best" cigars.

The new East St. Louis factory will have a pay roll, according to Franks which will amount to about $70,000 yearly. It is his intention to enlarge the East St. Louis quarters just as soon as the business demands the increase. The new factory will be put into operation within the next week.

Well, What Do You Think About It?

Jerome Hayes, a ranchman, of Sutter County, Cal., rode to Marysville recently and bought a plug of tobacco. On his way home he bit into it and almost lost a tooth. Examination showed that he had been trying to bite through a diamond ring. The news of the find spread to the press, and meanwhile business in plug tobacco was booming. About two weeks ago Mr. Hayes received a letter from Miss Mayme Peetz, who works in a tobacco factory in Louisville, Ky., saying that while at work her diamond engagement ring slipped from her finger and was lost. She described it accurately and Mr. Hayes will return it.

N. C. R. Introduces Credit File

The National Cash Register Company has placed on the market a new device that will reduce to the minimum the work of keeping credit customers' accounts.

For many years there has been an endeavor on the part of inventors to perfect some sort of a device that would adequately protect credit sales slip records so that the slips covering past accounts might not be lost or destroyed. It is an interesting fact that The National Cash Register Company, after perfecting a machine to protect cash sales should now give to the business world this first mechanical device which so completely protects charge records.

The N. C. R. Credit File furnishes the maximum of speed in handling the credit transactions and in addition it provides a locked compartment for the storage of sales slips until the accounts are settled. Thus, the proprietor has complete control over his charge accounts. This locked compartment has a glass cover, constantly exposing to the view of the proprietor and employees the amount owing on each customer's account, but the records covering these accounts are only accessible to the one who has the key to the locked compartment.

A bell rings each time the file is operated and a number counter adds one each time the glass cover is closed. The entire file is made of steel and it is as near fireproof as its construction will permit. Tests, made at the factory, subjected the file to a heat exposure equal to an ordinary fire and resulted in no damage to the sales slip records it contained.

There are many possibilities in a system of this kind. Its most important function, however, is that of giving the proprietor the same protection in his credit customers' accounts when he is absent from the store as when he is present.

The protective features are as near complete as possible. The sales slips are placed in a daily file by the clerk or other person who has to do with the original credit transaction. This keeps each day's credit business separate from the previous day's and furnishes the proprietor an absolute check on all these records.

At the end of the day the credit slips are transferred to the locked section of the file where they are accessible only to the proprietor of the business or someone to whom this responsibility has been designated.

The files are made in two sizes to accommodate the number of credit customers the merchant may have. They may be used singly or in units with equal convenience.

They offer to the merchants of the world a protection on credit records parallel to that which the cash register offers on cash business.

William J. Hoefner

William J. Hoefner, sixty-eight years old, a cigar manufacturer of Kansas City, Mo., died recently at his home in Rosedale. He had been a resident of Kansas City for twenty-seven years. He is survived by a widow, two sons and four daughters.

Tampa

Many Factories Unable to Take Orders for Delivery This Year—Sanchez y Haya Closing a Big Year With Many Orders On Hand—V. Guerra Diaz & Company Working To Capacity To Make Prompt Shipments

Tampa, Fla., December 9, 1916.

BUSINESS usually slacks up here after the 15th of December, but there will be no let-up on the part of most manufacturers this year. In addition to being behind on orders a number of factories are booked with business that will keep them busy for the next two or three months. There is no doubt that the strikes hurt shipments and hurt business, but now that matters are adjusted there is no reason why everything should not go smoothly from now on. A number of factories have already advised their trade that it will be impossible to accept any more orders for delivery this year.

Ernest Berger, general manager and secretary and teasurer of the Tampa-Cuba Cigar Company, has returned from a visit to Havana.

Sanchez y Haya is one of the firms hard hit by orders. According to Manager Torres the factory is about one million cigars oversold. The prospects for the coming year are bright and it is quite probable that arrangements will be made during 1917 to care for an increased business.

V. Guerra Diaz & Company are working to capacity. Their business this year has been unusually heavy, but every effort is being made to get orders out. The word at the factory is to the effect that most orders will be out on time, despite handicaps.

Ernest J. Stachelberg, the Havana leaf merchant, has been a recent visitor. He reports that prospects for the coming year are bright.

Ben Lesser, of Salvador Sanchez y Ca., is expected at the factory in a few days.

The Erlich Manufacturing Company, is working to capacity. Harry Ehrlich is expected at the factory shortly and together with Enrique Henriquez will make a trip to Cuba.

The Tampa Bay Hotel will open as usual on Christmas Day. The cigar display which the hotel stands will show will be one of the most representative that the hotel has ever carried.

The J. M. Martinez factory has booked orders well into the coming year. The factory is in good shape owing to the fact that the cigarmakers did not strike which enabled the firm to make shipments uninterrupted.

Mr. Corral, of Corral, Wodiska y Ca., is receiving congratulations on the addition of another member to his family. It's a girl!

"Jose Villa" cigars are in such demand that Matthew W. Berriman says he does not believe it will be possible to accommodate all the orders on hand for delivery this year. He hopes, however, to get enough shipments to his customers to help them out considerably.

The "Charles the Great" factory has been having a big year on this famous brand. Delphine Rodriguez is going to New York after the holidays, and will make a trip to get acquainted with the firm's customers. In his absence Salvador Rodriguez will take charge of the factory.

Perfecto.

Sixteen hundred people recently attended the Schwarz-Lovera Employees' Mutual Aid Society entertainment and ball, given at Terrace Garden. The association fund now totals $15,000.

The Trade Paper and the Retailer

THE relations that exist between the retailer and the trade paper have often been discussed. There are many angles from which these relations can be viewed, but they are all dependent upon the hypothesis that the retailer **does read** a trade paper.

The rapid growth in circulation, and in advertising, as well as in the growing number of trade papers, give some indication of the ever-widening horizons of the field. It is interesting to read in connection with this subject the views of John L. Mills, editor of the "Tacoma West Coast Trade," recently printed in "Smoke." The article in part is presented herewith:

"There is no need to state that there is a strong community of interest between the retailer and the trade journal. This fact is self-evident.

"These relations are manifold, and are closely interwoven. They are, to all intents and purposes, identical with those existing between the retailer and consumer. Just as the retailer is the servant of the public, so the trade paper is the servant of the retailer. Just as intelligent, painstaking service is necessary, if the retailer is to command the respect and support of the consumer, so must the trade journal meet the requirements of the retailer, advance and protect his interest, if it is to justify its existence and secure the patronage that is to make its survival permanent and profitable. The retailer who betrays the trust reposed in him by the consumer must suffer ultimate displeasure and loss of standing. The trade journal that identifies itself with any movement or interest that is harmful to the retailer soon loses influence and position. The trade journal, like the retailer, must be jealous of its independence and integrity, must be fearless, honest and progressive.

"That the trade journal is meeting these conditions is reflected by results achieved. The trade journal has identified itself with the progress of our commercial activities and industrial life; with the upbuilding of crafts and professions. The trade journal has commanded recognition in raising standards of efficiency; it has advanced the position of our productive and distributive forces as probably has no other element.

"The American Newspaper Directory for 1916 shows a compilation of one thousand, one hundred and forty-five trade journals, devoted to merchandising, manufacturing, financial or kindred interests in the United States and Canada.

"A striking example of development in this connection is revealed in the automobile field. While the introduction of this popular vehicle of today has been accomplished upon a representative basis, practically within a decade, there are now seventy-one trade journals in America devoted to featuring autos, with motor boats as an accessory.

"There are eighty-five grocery and general merchandise trade papers in the United States and Canada. These latter publications alone have an aggregate circulation of approximately 275,000. Numerically, this is not an imposing showing by comparison with magazines and periodicals, which flaunt their claims of from 1,000,000 to 2,000,000 readers each, but in reality there is exercised through these trade mediums a commanding influence in our distributive system. The average retail merchant is the purchasing agent for something like 500 people, and a trade journal with 2000 subscribers has an actual potential selling power that affects 1,000,000 people. In other words, its effectiveness is multiplied 100 times, as against the newspaper or periodical going to individual households, providing, of course, the retailer gives the same attention to the trade publication as does the consumer to the daily papers and periodicals.

"This brings up the subject of control of the avenues of distribution, which is a pertinent one in any consideration of the relation between the retailer and the trade paper, for it directly involves the interests of both. Many manufacturers assert that direct advertising to the retailer is unwise, consequently wholly ignore him, and through national advertising mediums make enormous expenditures for the purpose of reaching the consumer directly. We have not the slightest desire to minimize the value of national advertising, nor to criticise the national advertiser. Consumer advertising is absolutely essential to any campaign for creating or sustaining demand upon a comprehensive scale.

"There are two angles to the situation, however, that demand attention and remedy. The popularizing of the products that he handles alongside the glaring announcements of mail order houses is certainly of doubtful value to the merchant. It is an insult to employ publications for this purpose that devote large space to vicious and unwarranted attacks, in which he is charged with responsibility for high prices, indicted for poisoning the people with impure foods, and pictured as an uncleanly, ignorant parasite. It is intolerable that such agencies should be employed to force the retailer to handle merchandise without regard to his own preference or interests, to rob him of his identity and independence. When such a policy is pursued, it should not only be openly resented, but combated by putting concerted and concentrated sales effort behind those products which are marketed with a fair consideration for the profit and protection of the merchant who furnishes the capital and facilities for reaching the consumer.

"The trade journal is the faithful exponent of the highest ideals and the best standards in merchandising. It has labored with earnestness and effectiveness to promote larger efficiency and a more economical and profitable system of business conduct.

"The trade journal has employed its best efforts to promote and forward associated effort among retailers. The organization movement in this country owes its inception and advancement largely to the earnest advocacy of the employment of co-operative action for mututal welfare.

"Over a quarter of a century of close observation emphasizes the conviction that the highest grade of retailers are to be found in those communities in which there is the closest contact for the elimination of suspicion, friction and harmful, wasteful elements in competition. Not only that, but better service and more satisfactory conditions prevail for the consumer when this harmonious relation exists among the merchants. It is an exploded theory that the public is profited by incompetency in merchandising operations. On the contrary, it suffers actual loss, both direct and indirect, where there are repeated failures, it matters not whether they are resultant from bad management, lack of system and diligence in collections, or lack of intelligence in securing a legitimate profit from the sale of goods.

"Observation has also impressed the fact that the most successful and progressive retailers, individually, have been those who kept in close touch with the developments in their calling, through reading trade papers. The trade journal assembles the experience of others; it exploits the methods that have been used to secure better results; it reveals the pitfalls that have been productive of failure; through the printed word the habit of thought and of making analysis is stimulated; in fact, the reading of the trade journal makes for the employment of the mental faculties in developing more systematic and effective store conduct. This makes better merchants.

"It is a time when larger demands should be made upon the trade paper, when it should have a larger utilization, and when there should be a closer co-operation between the retailer and those agencies that are working in his interest. A larger exchange of helpful ideas, of business building suggestions, of warnings against fakes and impositions, through such mediums, would not only prove mutually profitable, but an important factor in developing concerted action along constructive lines, and unify efforts to successfully combat destructive agencies. The trade journal publisher is willing and conscientious, but he is neither omniscient nor omnipresent, and just in the measure that his work is appreciated and profited by, will he be stimulated to larger endeavor, while to the degree in which he receives the backing and help of the retailer will he be enabled to enhance his usefulness in their service.

"Better trade papers and better merchants are urgent needs—estimable ends to be striven for. We believe that progress is being made in that direction, and that it may be greatly accentuated by the cultivation of closer 'relations between the retailer and the trade paper.'"

In the News

T. J. Marsden, of Lee & Cady, Detroit, paid a visit to Broadway this week. He is looking over the cigar situation for 1917.

News from the Santa Clara province of Cuba is to the effect that the new leaf crop at the best will not be more than fifty per cent. of normal.

Prosperity in Cuba due to the flourishing condition of the sugar industry is leading to a greater home consumption of cigars and cigarettes.

According to an estimate the cigarmakers' strike in Detroit, set back the annual production of that city about one hundred million cigars.

The "Dubonnet" cigar continues to grow in popularity. The American Exchange Cigar Company is doing a heavy holiday business on this brand.

R. M. C. Glenn, president of Seidenberg & Company, is expected in his offices this week following a trip through the West in the interest of "El Roi-Tan" brand.

United Cigar Store sales for the first twenty-one days of November increased $400,000 over the same period a year ago. The common stock of the company should show between 9 and 10 per cent. this year as compared with 7.68 per cent. a year ago.

Two deals each of which is said to have involved in the neighborliood of $100,000 have been consumated by Julius Marqusee. Sixteen hundred cases of Wisconsin and Pennsylvania, were sold to B. Feifer & Company, approximately the same quantity was taken by S. R. Moss & Company.

Harry Noble, of the Tobacco Corporation of America, is back in town following a trip through the South.

"George Walker" Has a Touching Way.

A young man showing a card on which appears "Geo. W. Walker, Liggett & Myers Tobacco Company, 212 Fifth Avenue, New York," is in jail at Princeton, Mercer County, W. Va., under sentence of thirty days in jail and a fine of $25 for obtaining cigarettes from the Flat Top Grocery Company, Bluefield, W. Va., under false pretenses. He is not a representative of the Liggett & Myers Tobacco Company, and it is because of falsely representing himself as such that he got into trouble.

Walker, if that is his name, is about twenty-four years old, tall and slender, dark hair and eyes and wears a small "Kaiser-Wilhelm" mustache. When arrested he was exceptionally well dressed; his clothes were well tailored, he wore a silk shirt, bench-made shoes and an expensive tie. He had a fine grip filled with expensive underwear, silk shirts and silver-mounted toilet-articles in a Russian-leather case. He had only $10.50 in cash. He was perfectly composed and refused absolutely to talk or to give any information whatever about himself. He made no defense to the charge of obtaining cigarettes, worth about $16, from the Flat Top Grocery Company.

Complaints have been received from other points about similar work and it is not unlikely that Walker is the man who has been working the game at all these places, but under a different name at different places. He seems to be a slick worker and it may be that some of his victims at other points will be interested in communicating with the West Virginia authorities before his release from his sentence at Princeton.

American Cigar Company Millions Behind On Orders

Until two or three months ago, indications pointed toward better earnings for Amerinan Cigar Company this year than a year ago. However, strike troubles have hampered the company considerably, and it is now considered likely that the full year will show about the same as in 1915, when $12.50 was earned for the $10,000,000 common after dividends at rate of $6 on the $10,000,000 preferred.

American Cigar Company is many millions of cigars behind in its orders. However, labor troubles have now been pretty well cleaned up. The strike in the Tampa factory has just been called off.

Important tobacco interests have been active bidders for American Cigar common for some time, but the floating supply is small. Of the $10,000,000 common outstanding, American Tobacco Company owns $7,000,000. Interests affiliated with American Tobacco Company are generally credited with owning most of the remaining $3,000,000. Although only 6 per cent. is paid on American Cigar common, the stock recently sold as high as $130 a share.

But for the labor troubles that handicapped operations several months this year, it is highly probable that the dividend on American Cigar common would have been increased before this.

George Mohr Buys Two Stogie Factories

George P. Mohr, manager of the George Mohr Company, 232 North Third Street, Columbus O., walked out the other morning and purchased the Buckley Cigar Company at 132 East Long Street, and the factory of J. H. McIlvaine, 162 East Russell Street. Both plants are manufacturing stogies. The former has a capacity of 10,000 a day and the latter of 5000 a day. These additions, says Mr. Mohr will bring the output of his company up to 25,000 a day. Mr. Mohr adds that he expects to take over additional factories and that negotiations are already under way. He is aiming to attain an output of 50,000 stogies a day.

Paducah Market Report

Paducah, Ky.

There is no tobacco left unsold of the old crop in the entire Western District, with the exception of just a few scattering hogsheads here and there. I am informed that there has been a few hogheads of leaf sold this week at prices ranging from 10 to 12 cents.

There has been a great deal of activity among the buyers in the last week or ten days in regard to the new crop, and all interests both large and small are in the field and are fighting hard for what they consider to be the best crops and are paying top prices for same. Leaf selling from 8 to 12 cents, lugs and trash from 4 to 6 cents. There has been a few crops of leaf, throughout the Western District suitable for wrappery purposes, selling as high as 13 cents per pound for the leaf and from 5 to 6 cents for the lugs, but very few crops have brought this price. We figure that there has been sold in Western District somewhere between 25 and 35 per cent. of this year's crop, most of same has been sold in the last week or ten days at prices ranging from 9 to 10 cents a round, with the exception of a few wrappery crops which have sold some higher. Practically all of the buying interests have been riding and buying what are supposed to be the best crops in the country, realizing the fact that it is hard to buy the common and medium crops at the prices that they feel they can afford to pay; therefore, they are trying to stay clear of these crops as much as possible. I think the activity in tobacco circles in the last two weeks has been brought about to a considerable extent by the bright prospects of peace and a possible near ending of the European war, which would naturally open the tobacco markets of Europe. In the event that the European war should end soon, there is no question in my mind but what prices on tobacco would continue firm or might go higher; but on the other hand if the war should continue for some time to come, prices may be lower than they are now.

Weather conditions continue to be very unfavorable for the stripping and delivering of the crop. We look for very little tobacco to be delivered before the holidays.

E. R. M.

Bridgeport Cigar Manufacturers Grant Increases

The eighteen cigar factories of Bridgeport, Conn., granted the increases asked by the cigarmakers' unions recently and the threatened strike is averted with the result that the consumer will pay more for his smokes in the future. The new schedule gives the workers an increase of $1 a thousand cigars on all kinds of work. The new scale pays $10 to $11 a thousand for five-cent brands and from $15 to $16 for the ten-cent smokes. In cigars that require the maker to mix the filler by hand the price has been raised to $17. Perfectos which were made for $17 a thousand now cost the factory in labor alone $18.

Prices for packing cigars have been raised by the terms of the agreement which has been ratified. Twenty-five cents a thousand for five-cent cigars and thirty-five cents for ten-cent cigars is the raise.

As a result of the added cost of labor, the added cost of tobaccos and high cost of all things which go to maintain a tobacco factory, a price raise is imminent. It is believed by the more optimistic of the factory men that the recent jump will cover the increase in wages, although it was designed to make up for the high cost of tobacco.

Cigar Store Manager Robbed

Iver Iverson, manager of the Standard Cigar Store, 3429 West North Avenue, Chicago, Ill., was recently robbed by three men, who took his gold watch and $60. The men entered the front door, produced revolvers, took his money and watch, and fled. The action took about one minute.

J. F. Whelan Sees Rise in Prices Near

John F. Whelan, vice-president of the United Cigar Stores Company, said recently that while his company had been particularly fortunate in its purchases of large stocks of tobacco, revisions in some lines of goods would be made in January.

"If conditions do not change for the better," Mr. Whelan said, "there will have to be higher prices on some of the lines. Labor costs have been mounting, and, in fact, a great scarcity of labor exists at the present time in the tobacco manufacturing industry. This is due to the difficulty of getting workers in the tobacco factories, owing to the allurements offered by the munition plants. Then again, every item going into the finished product and the marketing of tobacco in its various forms has risen to an abnormal extent. Even the nails in the cigar boxes are costing more."

New Cigar Stores Chain

R. Maryon, who for ten years was general superintendent of about two hundred stores for the United Cigar Stores Company, with headquarters in Chicago, is now vice-president and general manager of the Piedmont Cigar Stores Company of Charlotte, N. C. The company has just been organized for the purpose of operating a chain of cigar and tobacco stores in the Carolinas. The first stores are to be opened at once in the city of Charlotte. G. H. Brockenbrough is president of the new company, and H. B. Fowler is secretary and treasurer.

Tobacco Products Corporation Earnings Double

Recent strength in Tobacco Products stock did not come as a surprise to persons cognizant of plans of the company. It is understood that the management has recently absorbed several independent companies which, under Tobacco Products management, should prove a very substantial source of revenue to the company. Other important acquisitions are planned which are considered certain to further add to the company's earning power.

Earnings are running considerably better than at this time last year, and are understood to be at the rate of better than 6 per cent. on the stock. Last year Tobacco Products earned 3.3 per cent. on its $16,000,000 stock, so dividend earnings this year are running about double those of a year ago.

Leseure Brothers Add Another Store

Louis Leseure, of Leseure Brothers, Danville, Ill., has recently completed a deal whereby the firm secures the cigar business of the late George Menig, of Kokomo, Ind. Mrs. Menig retains an interest and the business will still be known as the Menig Cigar Company, but the controlling interest is held by Leseure Brothers. This new store now brings the number of cigar stores in the chain up to ten. Headquarters for Leseure Brothers, are in Danville, Ill.

Tobacco Prices Break Record of Lynchburg Market

Lynchburg (Va.) tobacco market records which have stood for the last twenty years were broken recently when dark tobacco sold up to $40 a hundred. Another lot sold at $32 and still another at $29. The best previous price of the present season was $26.

Stickney Cigar Company Takes Ten-Year Lease

The William A. Stickney Cigar Company, St. Louis, Mo., has taken a ten-year lease on the five-story-and-basement building at 1116 Olive Street, where it will conduct its retail and wholesale distributing business after alterations and improvements are made to the premises.

Philippine Tobacco Co.

Growers and Packers.

The importance of the Philippine tobacco industry has grown to such a marked extent in the United States, that we have just established at the address below a New York office and the first warehouse in this country where cigar manufacturers may obtain

Philippine (Manila) Stripped and Booked Filler

AND

Philippine (Manila) Shorts

This tobacco has been selected and packed in the Philippine Islands by our own experts under the most rigid scrutiny, and the quality of every barrel and box is fully guaranteed.

Manila tobacco has been thoroughly tested by numerous American cigar manufacturers as a blend and also for clear filler work and the results have been wonderfully pleasing.

Prices will be of peculiar interest to cigar manufacturers at this time, and samples and prices will be submitted upon request.

PHILIPPINE TOBACCO CO.

123 Maiden Lane, NEW YORK

Interesting Comparisons, 1913-1914-1915

Some interesting comparisons are shown herewith regarding the cigar and tobacco industry. The figures are taken from the Annual Internal Revenue Report of the respective years.

The four States producing the greatest number of cigars weighing more than 3 pounds per thousand, and the production of each during the calendar years of 1913, 1914 and 1915 are as follows:

	1915	1914	1913
Pennsylvania	1,813,453,321	1,974,238,129	2,103,080,684
New York	1,041,779,357	1,141,172,965	1,226,391,607
Ohio	650,296,896	700,398,781	711,142,443
New Jersey	502,697,360	577,178,569	546,018,599

The two districts showing the largest production of cigars are:

	1915	1914	1913
First Pennsylvania	741,858,058	773,135,990	$10,475,456
Ninth Pennsylvania	619,106,632	831,323,223	904,611,037

The States showing the greatest production of little cigars (weighing not more than 3 pounds per thousand) are:

	1915	1914	1913
Maryland	404,237,260	436,757,130	478,545,850
Pennsylvania	364,032,686	398,111,039	236,486,050
New Jersey	147,046,950	119,129,290	145,145,440

The greatest production by districts is as follows:

	1915	1914	1913
Maryland	404,237,260	436,757,130	478,545,850
First Pennsylvania	361,129,446	297,909,889	225,833,680
Fifth New Jersey	147,046,950	119,129,290	145,145,440
First New York	22,440,220	74,062,870	40,915,620

The States of New York, North Carolina, Virginia, New Jersey, Louisiana, California, and Pennsylvania, in the order named, show the greatest production of cigarettes weighing not more than 3 pounds per thousand.

	1915	1914	1913
New York	7,868,834,742	7,993,535,105	7,843,099,672
North Carolina	5,217,326,490	2,874,808,840	2,004,921,000
Virginia	3,042,628,890	2,865,200,180	2,628,466,670
New Jersey	1,646,853,755	1,877,079,982	1,977,478,530
Louisiana	788,292,795	866,138,465	689,454,090
California	279,329,914	238,277,371	247,087,583
Pennsylvania	81,066,110	95,810,823	108,869,556

The three districts showing the greatest production of little cigarettes are the second Virginia, which produced 3,039,632,110: the fourth North Carolina, which produced 2,753,345,000: and the second New York, which produced 2,466,621,892.

New York produced the greatest number of large cigarettes, showing a production of 14,821,330, of which number 11,409,080 were manufactured in the third district and 3,330,710 in the second district.

The States of North Carolina, Missouri, Ohio, Kentucky, New Jersey, and Michigan, in the order named, were the States reporting the largest manufacture of both chewing and smoking tobacco, the quantity manufactured being, in pounds, as follows:

	1915	1914	1913
North Carolina	112,177,089	105,137,525	101,329,283
Missouri	65,757,724	72,186,556	76,150,566
Ohio	44,197,188	40,579,135	42,545,140
Kentucky	34,576,440	36,660,811	36,364,056
New Jersey	32,941,848	33,509,899	33,270,930
Michigan	25,990,628	28,835,794	27,744,025

The districts producing the largest quantity were:

	1915	1914	1913
Fifth North Carolina	85,201,286	76,546,572	73,995,993
First Missouri	65,664,221	72,080,128	76,019,849
Fifth New Jersey	32,924,688	33,490,479	33,252,872
First Ohio	31,199,686	28,121,952	31,512,083
Fifth Kentucky	29,568,242	31,322,182	31,431,714
Fourth North Carolina	26,988,960	28,590,955	30,333,290

Harry McAuley has petitioned for an accounting and a receiver for the Office Cigar Store, in Muncie, Ind. He claims that he was a part owner with Floyd Henegar, and that following a fire which partly destroyed the store, Henegar collected the insurance and sold a half interest in the store to a third party, in total disregard of McAuley's rights.

Manilas Increase Thirty-six Millions in Ten Months

Herewith is a comparative statement showing, by months, the number of cigars and cigarettes exported to the United States during the first ten months of 1915 and 1916:

Cigars.

Month.	1915	1916
January	4,219,398	4,506,224
February	9,120,487	9,857,689
March	7,094,886	5,619,246
April	3,800,928	7,369,630
May	3,698,659	7,581,073
June	3,454,529	7,958,154
July	5,702,993	12,485,366
August	5,330,424	10,181,510
September	6,257,460	13,051,677
October	4,300,785	11,025,337
Total	52,980,549	89,635,906
Increase		36,655,357

Cigarettes.

Month.	1915	1916
January	120,000	255,000
February	605,250	987,750
March	615,200	340,000
April	361,650	716,250
May	466,800	500,250
June	502,500	50,000
July	329,500	925,000
August	985,500	330,250
September	545,000	435,000
October	280,000	615,000
Total	4,811,400	5,154,500
Increase		343,100

Art Stitz Out of Irving Smoke Shop Company

Art Stitz, who has been associated with John De Jaeger in the Irving Smoke Shop, Incorporated, of Waterloo, Ia., has recently disposed of his interest in the company to Mr. De Jaeger, and will take a vacation for a brief period. The firm has three stores, one in the Irving Hotel block, another at West Fifth and Commercial Streets, and a wholesale store at 187 West Park Avenue. The company was incorporated in 1914, with a capital stock of $25,000. At the time of the sale, Mr. Stitz owned fifty-three per cent. of the stock.

Mr. De Jaeger says that there will be a reorganization of the wholesale sales department, and that the surrounding counties will be thoroughly canvassed by the firm's salesmen.

Pueblo Cigar Dealers Form Organization

A meeting of retail cigar dealers in Pueblo, Colo., recently, resulted in the formation of the Retail Cigar Dealers' Association. The organization was formed for mutual protection and includes all the dealers in the city. A meeting will be held the first Monday night of each month.

The officers elected were: Robert Corkish, president; William H. Tyler, vice-president, and L. G. Samuel, secretary. Those forming the organization are the Corkish Cigar Company, W. H. Tyler Cigar Company, Taylor & Stewart, Elliott Brothers, Cowen Cigar Company, Dixon & Miller, Edelstein Brothers, L. G. Samuel, William O'Grady, Warren Hill, C. L. Crooks, Hayes & Parr, Jackson Cigar Company, Hammond & Whitlow, L. Gray, J. Cartheart, Ed Shepard, H. Oppenheim and W. R. Bratton.

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RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

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CIGAR BROKER,
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ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

WANTED—By live business-gettting brokers, factories in the First Districts, making goods from $16 to $28 per M. Can assure good business. Address Box 131, care of "Tobacco World."

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

For Sale.

EXCLUSIVE cigar jobbing house having a profitable established business wishes to handle one line of goods exclusively. Will consider affiliating with established manufacturer of reputation who can use additional capital and assistance. State your proposition. Correspondence strictly confidential. Box 155, care of "Tobacco World."

Situation Wanted.

POSITION WANTED—As superintendent or foreman, hand or suction work. Understand business thoroughly. Now employed with large concern. Want change. Best references. Address Box 133, care of "Tobacco World."

For Sale.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 172 Water Street, New York.

Trade-Mark Protection in Costa Rica.

A decision of great importance to users of unregistered trade-marks was rendered by the President of Costa Rica on October 25, 1916. A well-known brand of whisky had been sold in Costa Rica for many years, but neither the name nor the mark had been registered. Taking advantage of this situation, a local company secured the registration of a similar mark and served notice of its intention to prosecute infringements. The users of the original mark contended that the registration could not prevent the sale of their whisky, since the two marks were not identical, and the local company thereupon applied also for the registration of the original mark without variation. In passing upon the application for the registration of this latter mark, the President held that since it was widely known to be the property of another company the application should be refused. The President further ordered that hereafter no trade-mark should be registered which is well known in Costa Rica by reason of advertising or the sale of trade-marked articles unless authority to apply for such registration is proved. The practical effect of a strict application of this decision will be to prevent the misappropriation of foreign marks even when not registered.—"Commerce Reports."

"United" Store Clerk Held Up

Harry Brownstein, who is the manager of the United Cigar Store at 4002 West North Avenue, Chicago, Ill., entertained visitors the other morning shortly after opening the store. The visit cost $45. Two men walked in and flashed revolvers. They bound the clerk hand and foot, and put a gag in his mouth. Then they laid him under the counter. Two customers walked in and the bandits waited on them. After the customers had gone, the robbers opened the cash register, took all the money in it, about $45, and departed. About half an hour afterwards Mr. Brownstein worked his bonds loose and notified the police.

"LA MEGA" MADE IN BOND
HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP
V. Guerra, Diaz & Co., Tampa, Fla.

The Macedonian Tobacco Crop

The gathering of the Macedonian tobacco crop usually begins in July or August and ends in September. The curing process then begins, and this may last from two to six months, according to the weather and the inherent quality of the tobacco. After curing, the tobacco is made up into bales.

On account of unfavorable weather conditions, the difficulty of raising money, and the declaration of a moratorium, planters were forced to sell their tobaccos grown in 1914 and marketed in the spring of 1915 at modest figures. The 1915 crop was affected by the unusual conditions prevailing, and for that reason was smaller than the preceding one. At the same time Asia Minor tobaccos, which ordinarily reach the market through Samsun and Smyrna, were shut off. Under these circumstances the demand for Macedonian tobacco became abnormal, and resulted in a heavy advance in prices. Even the tobacco of Old Greece, which is of inferior quality, was eagerly bought up.

Cigarettes and Cigars in the Bahamas.

English brands of cigarettes, notably "Capstan," are the greatest sellers, and it appears to be difficult to secure a large market for the near-by American makes. The English grades are packed in cans, which is most satisfactory in the climate of the Bahamas.

A few establishments at Nassau, New Providence, manufacture cigars to a limited extent, mostly from material brought in from Jamaica. High-grade Havana and Mexican cigars also are sold, especially during the winter tourist season. Among the official and higher social class generally cigars are smoked that cost two for 25 cents. American tobacco has a small sale, "filler type"; the leaf is rather too thick to be used as a wrapper to suit local taste.

Tobacco Division in Census Bureau.

A new division—the Division of Cotton and Tobacco Statistics—which has been created in the Census Bureau in pursuance of a provision contained in the last appropriation act, will have charge of the cotton and tobacco work heretofore carried on in the Division of Manufactures. The same act directs the collection and publication of statistics relating to stocks of leaf tobacco at quarterly intervals instead of semi-annually as heretofore.

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services

Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MAPACUBA:—39,980. For cigars, cigarettes and tobacco. November 17, 1916. Bayuk Bros. Co., Philadelphia, Pa.

KOKO:—39,982. For tobacco pipes. November 26, 1915. Manhattan Briar Pipe Co., Brooklyn, N. Y.

L. A. C.:—39,983. For cigars. November 23, 1916. Norwich Tobacco Co., Norwich, N. Y.

GOLDFISH:—39,984. For cigarette papers. November 18, 1916. K. Markarian, Wooster, Mass.

TIPANICKEL:—39,985. For cigars. November 20, 1916. E. Waegemans & Son, Bridgeport, Conn.

WANDA:—39,986. For cigarettes. November 20, 1916. S. Dycyan & Kalinka, Boston, Mass.

LADIES HIGH GRADES (VOTE FOR WOMEN):—39,987. For cigarettes. November 20, 1916. N. A. Calogridis, New York City.

LORAIN:—39,988. For pipes. November 27, 1916. American Briar Pipe Co., Chicago, Ill.

DR. PERCIVAL LOWELL:—39,966. For all tobacco products. November 16, 1916. American Litho. Co., New York City.

PERCIVAL LOWELL:—39,967. For all tobacco products. November 16, 1916. American Litho. Co., New York City.

HAVANA ASPARAGUS:—39,968. For cigars. November 17, 1916. Ramon Azogue Co., Philadelphia, Pa.

SOLAX:—39,797. For cigarettes. June 30, 1916. Rosenstein & Frankel, New York City.

WILLIAM H. CHASE:—39,989. For cigars, cigarettes, etc. November 27, 1916. Pasbach-Voice Litho. Co., New York City.

PROPONENT:—39,990. For all tobacco products. November 25, 1916. American Litho. Co., New York City.

NAVA RETTA:—39,992. For all tobacco products. December 2, 1916. George Schlegel, New York City.

CORRECTED PUBLICATION.

MINNESOTA SCENIC HIGHWAY:—39,970. For all tobacco products. October 21, 1916. William Peglow, Milwaukee, Wis.

TRANSFERS.

MILLBROOK:—(U. R. B.) For cigars. Registered December 11, 1896, by Theobald & Oppenheimer, Inc., and transferred to George F. Murray, Utica, N. Y., November 29, 1916.

FAVORITE SONS. For all tobacco products. Registered May 28, 1903, by Tobacco Leaf, by American Litho. Co., New York City. By various transactions was acquired by the Theobald & Oppenheimer Co., and by them transferred to O. Schrader & Co., 644 Melrose St., Chicago, Ill.

GOBBO. For all tobacco products. Registered July 20, 1909 (U. R. B.), by American West Indies Co., New York City, and by them transferred to W. H. Falkler & Co., York, Pa.

Schulte Cigar Company Secure Brooklyn Transfer Corner

Pease & Elliman have leased to the Schulte Cigar Company the large ground floor space in the property owned by Welz & Zerweck, brewers, at 932 Broadway, corner of Myrtle Avenue, Brooklyn, and upon completion of alterations, the Schulte Company will open a branch establishment. This location is an important Brooklyn traffic point. The Schulte Company recently leased through the same brokers the store at 754 Broadway, at the junction of Broadway, Flushing and Graham Avenues, Brooklyn.

Trebizond-Platana Tobacco Crop.

The Trebizond consular district comprises the well-known tobacco sections of Samsun, Baira, Erzerum, Trebizond, and Platana, which before the war produced one-third of the total tobacco crop of the Ottoman Empire. It is impossible at present to give even an estimate of the crop of the whole district for the year 1916, inasmuch as the territory is divided between belligerent forces. This report is therefore necessarily confined to the Trebizond-Platana section.

In normal times the average annual crop was about 9,000,000 pounds, of which Platana contributed 6,500,000 pounds, or slightly more than two-thirds of the total. The registered crop for 1910 was 6,251,300 ponuds; for 1911, 5,236,000 pounds; for 1912, 5,937,000 pounds; for 1913, 4,935,000 pounds; and for 1914, 5,900,000 pounds. These figures, however, do not include the unregistered tobacco sold as contraband, ranging from 1,500,000 to 3,000,000 pounds annually. Since the occupation in April, 1916, the monopoly formerly enjoyed by the Tobacco Regie has ceased and now there is no official registry. The total crop for 1916 is stated to be not more than 55,000 pounds.

The present year has witnessed violent fluctuations in the local prices of tobacco. At the beginning it was sold at 26 cents a pound, but dropped to 11 cents at the time of the Turkish evacuation. Later, and as has been mentioned before, the rights of the Tobacco Monopoly ceased, and everyone was free to cut and sell his tobacco. The scarcity of supply, due to the waste of part of the stock on hand and the failure of the 1916 crop, together with the recent heavy demand, forced up the prices. Leaf tobacco jumped from 11 cents to 30 and 35 cents a pound, and at present is selling as high as 50 cents. As practically no tobacco is being exported these are, of course, only local prices. Owing to the high prices obtainable, the attention of the natives is being directed toward the tilling of the soil in preparation for the 1917 plantings; but even the most optimistic do not estimate that the coming crop will exceed 350,000 pounds for the Trebizond district and 700,000 pounds for that of Platana, or at the most a combined total crop of 1,000,000 pounds.—"Commerce Reports."

Roper Brothers, Fort Dodge, Ia., recently announced the discontinuance of their cigar business and a dissolution of partnership. The partners were W. A. and C. E. Roper.

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SANITARY AND EFFICIENT

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Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

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(S. en C.)

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

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PACKERS OF SEED LEAF TOBACCO

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And Packers of
LEAF TOBACCO
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Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania

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E. Rosenwald & Bro.

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Importers of Havana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra

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168 Water Street . . . . . New York

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Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

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GROWERS AND PACKERS OF
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For Genuine Sawed CIGAR BOXES, Go to Established 1869

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Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer

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Packing Houses: Strasburg and Lancaster

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322 Chestnut Street

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129 Fifth Avenue, New York City

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CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1884
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27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

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26TH STREET & 9TH AVENUE, NEW YORK

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SELLING REPRESENTATIVES
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129 Fifth Avenue, New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1884
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27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

CIGAR BOX LABELS
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Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
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